

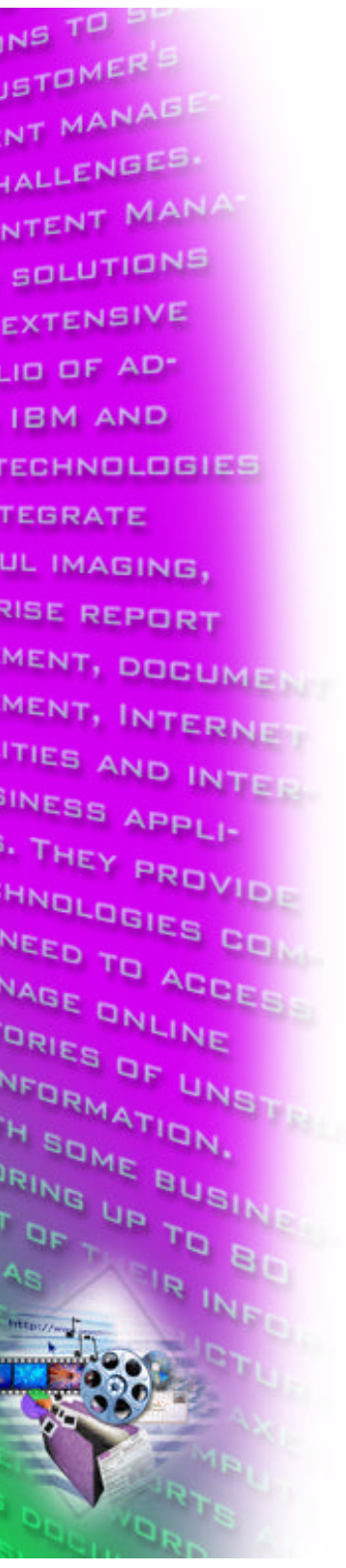
IBM SW Business Partner Program

Highlights to Getting Started

Frank Filmore,
The Filmore Group, Inc.

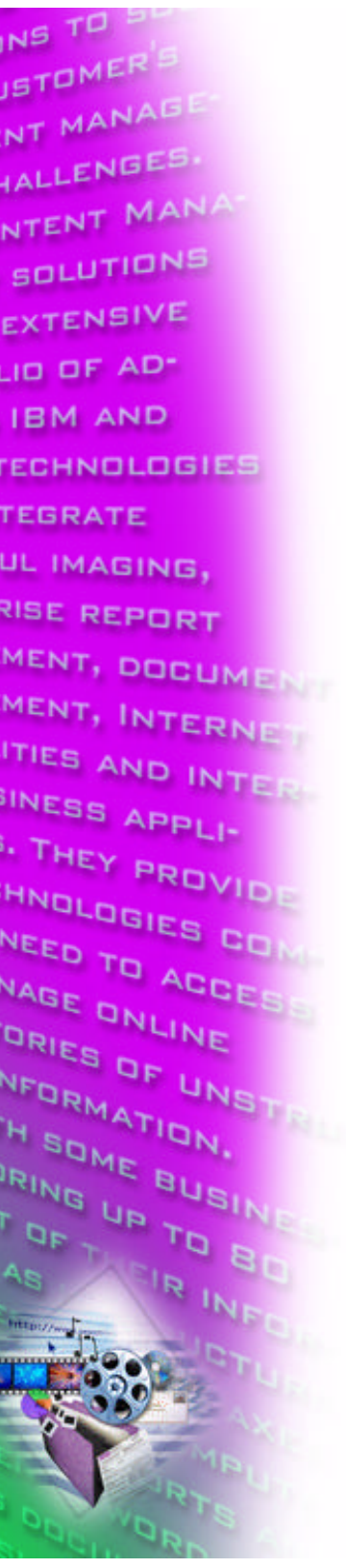
Agenda

- PartnerWorld for Software
- Benefit Offerings
- Rewards Programs
- Getting Started as a Partner

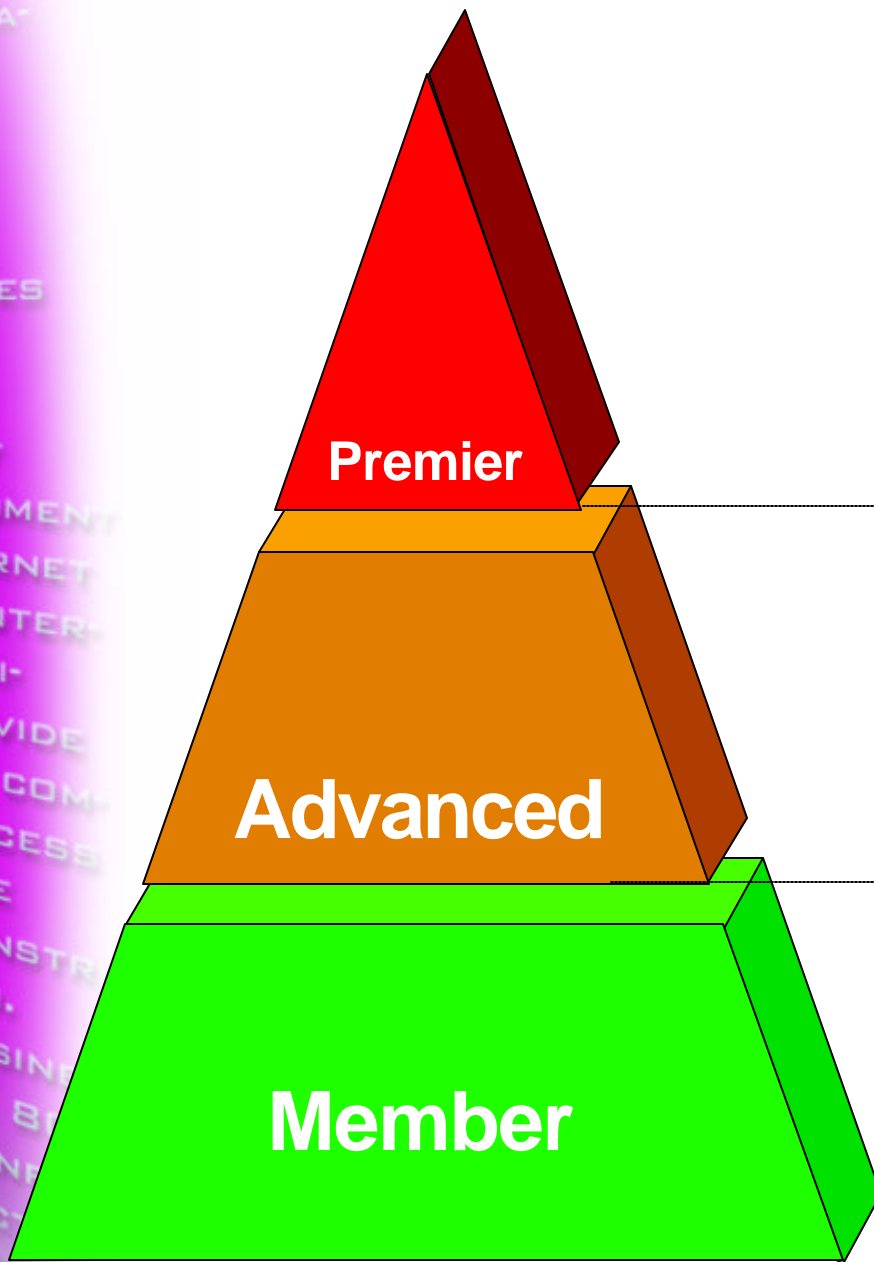


PartnerWorld for Software

- Worldwide Marketing and Enablement Program
 - ▶ Member, Advanced, Premier
- Support Partner's Business Objectives
 - ▶ Market Growth
 - ▶ Profitability
 - ▶ Market Leadership
- Unparalleled Support
 - ▶ Value Package
 - ▶ Training & Support leading to Product Certifications
 - ▶ "We Pay" Offerings
- Valuable Rewards Programs
 - ▶ Sales Assistance
 - ▶ Top Contributor
 - ▶ NOW You Sales Incentives



PW for Software 2001 Membership Criteria



Contribution

- Annual Sales/Influence Attainment (\$300K US, \$100K Canada)

Competency

- 3 Technical Certifications
- 1 e-business Sales Certification

Commitment

- Annual Requalification

Customer Satisfaction

- 3 Customer References

Competency

- 1 Technical Certification

Commitment

- Annual Requalification

Commitment

- PartnerWorld Agreement
- Current Profile Information
- e-mail address
- Annual requalification

NOTE - Premier Level Competency

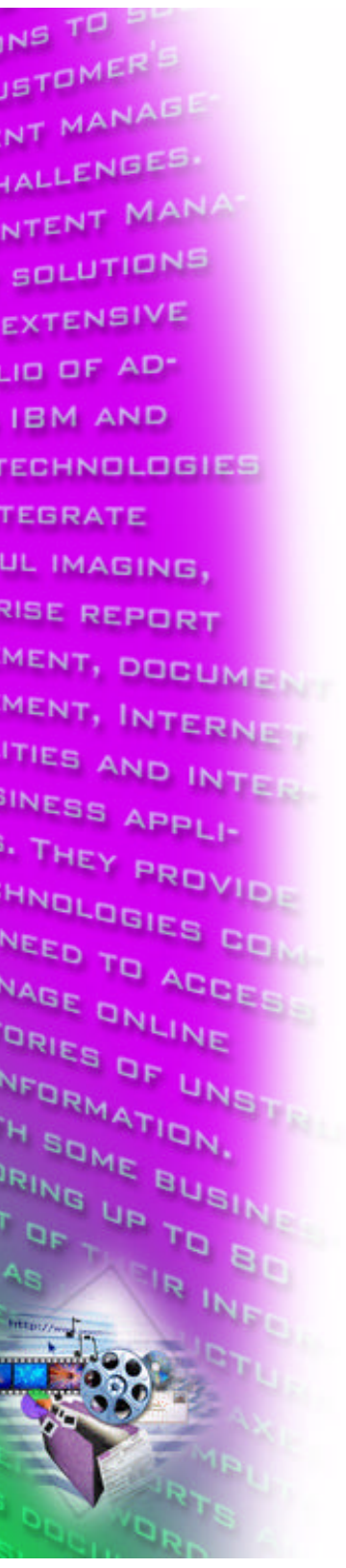
One technical certification can be a Complementary Certification

Benefit Offerings

- Marketing & Sales Support
 - ▶ partner emblems & logos
 - ▶ evaluation code
 - ▶ marketing tactics
 - ▶ StartNOW programs to enable rapid startup.
- Education discounts
 - ▶ 25% off IBM courses for all partners
 - ▶ "We Pay" reimbursement for selected education
- Technical Support
 - ▶ Web-Self Help
 - ▶ Technical Sales Support
 - ▶ Solution and Application Development Support
 - ▶ "You Call .. We Pay" Offerings

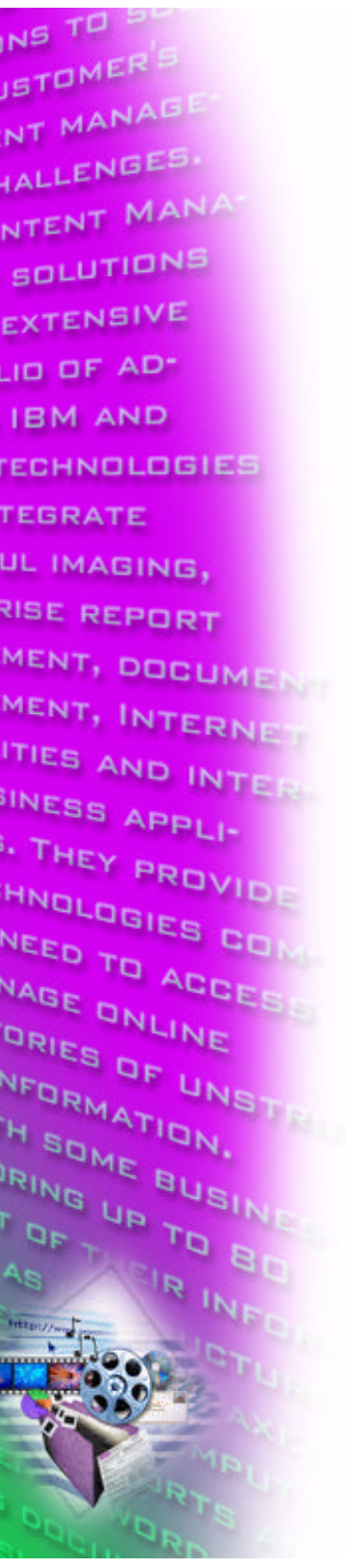
Reward Programs

- Sales Assistance Program
 - ▶ Influence SW sales
 - ▶ Rewards paid on percentage of sale for activity leading to closure
 - ▶ Greater rewards for Mid-Market accounts
 - Range 1.5% to 15%
- Top Contributor Program
 - ▶ Tier 2 Reseller incentives that recognizes resale revenue contribution, and rewards performance.
 - ▶ Market Growth Fee based on revenue attainment
 - 6% - 1 - 99% of eligible revenue target
 - 12% - 100 - 150% of eligible revenue target
 - 18% - Above 150% of eligible revenue target
 - ▶ Co-Marketing
 - Funding up to 3% of eligible revenue target



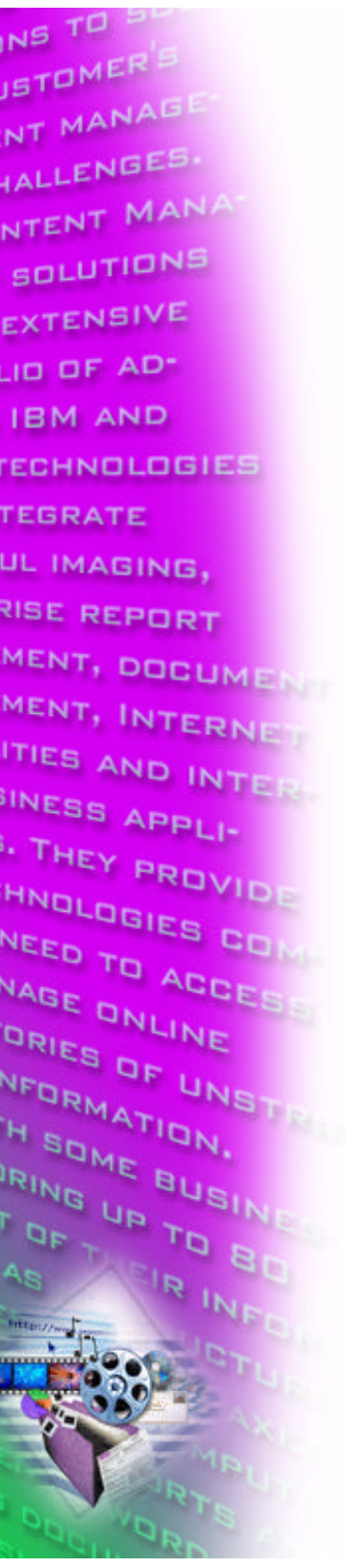
Sales Initiatives

- StartNOW for Content Management
 - ▶ Marketing Collateral
 - ▶ Presentations
 - ▶ Lead with CM Entry Bundle



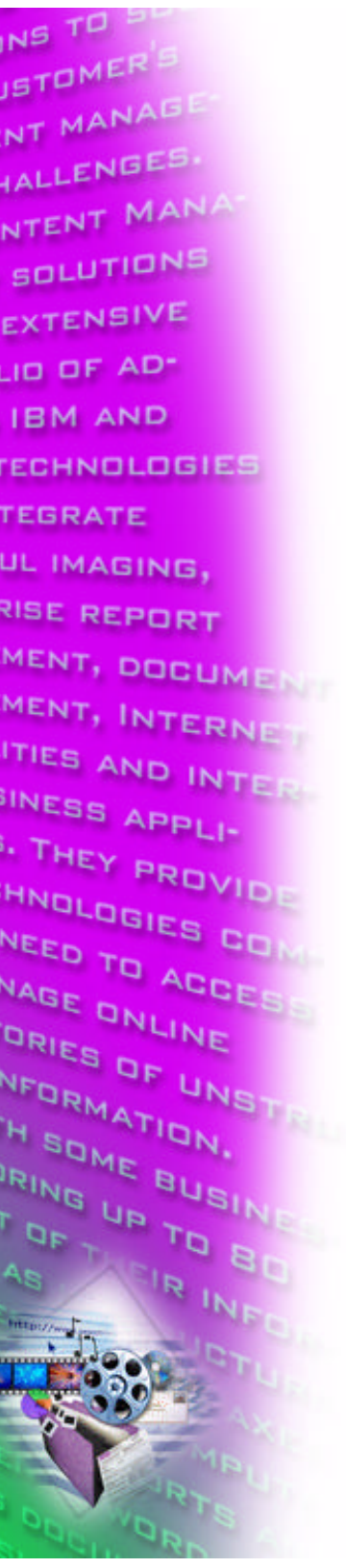
Next Steps ... Getting Started as a Partner

- Join:
 - ▶ Business Partner - Software Program
 - <http://www.ibm.com/partnerworld/software>
- Purchase a Value Package
- Order Enablement Kit
 - ▶ http://www.ibm.com/software/data/channels/cm_enable.html
- Document CM business plan
- Establish your training schedule
 - ▶ Sales
 - ▶ Technical
- Get qualified for Co-Marketing
 - ▶ CM Certification
- Get to know the CM channel enablement team



Business Partner Recruitment & Enablement Team's Mission

- Recruit and enable potential partners throughout North America to sell IBM Content Management software and solutions.
- Work with existing partners to enhance their sales and technical skills, and to increase their revenue contributions to IBM Content Management software, especially in our Territory/GMB accounts.
- Promote strong business relationships with those partners that build Content Management skills.



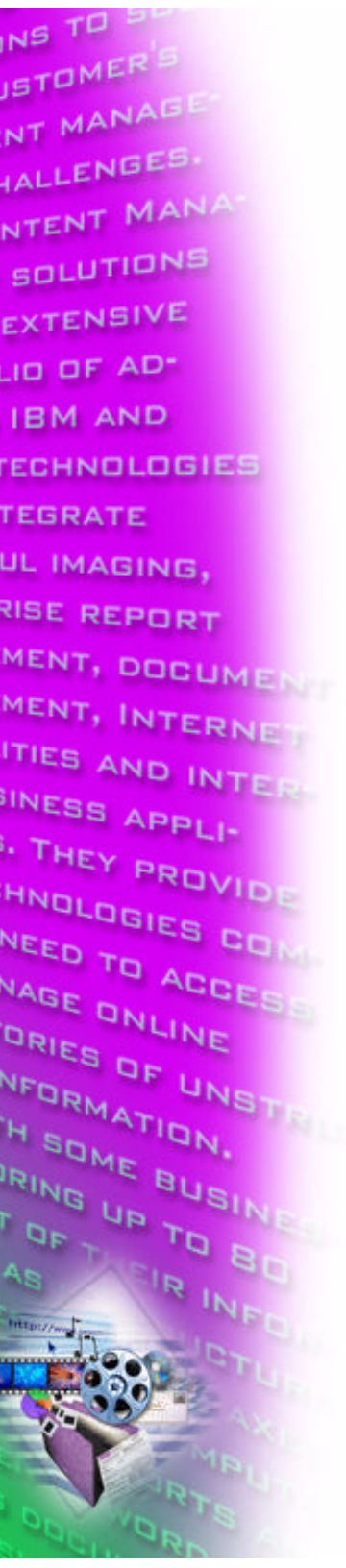
Business Partner Recruitment & Enablement and Sales Team

Regional Partner Enablement Team

| Name | Responsibility | Phone |
|------------------|--------------------|--------------|
| Robert Felder | CM Team Leader | 919-367-9480 |
| Tina Cleveland | West | 949-645-4530 |
| Jim Bergeson | Central | 515-254-0645 |
| Nisharna Jackson | Northeast / Canada | 781-522-1942 |
| Lloyd Wint | Southeast | 205-972-7513 |

National Partner Sales Team

| Name | Responsibility | Phone |
|-------------|--------------------|--------------|
| Don Bedgood | National Aligned | 972-745-4781 |
| Dean Larsen | National Territory | 734-459-0550 |



PWSW 2002 Planned Enhancements



IBM Sales Contact

Field Sales Coverage or Telecoverage

- *Business Plan Development*
- *Resource Advocate*



Education

*Increased
"We Pay" Offering
Reimbursements to \$9k*

2002
New **ADVANCED**
Benefits



Technical Mentoring

*Assistance in solution design
and development for a
significant sales opportunity*

PWSW 2002 Planned Enhancements

IBM Sales Contact

Face to Face Field Sales Coverage

- **Business Plan development**
- **Resource Advocate**

Sales

Mentoring

Joint Sales Calls



Critical Situation Support

Assistance at the customer location



**2002
New PREMIER
Benefits**

Education

**Increased
"We Pay" Offering
Reimbursements
to \$50k**

PR Support

**Support for joint
announcements**

Technical Mentoring

**Assistance in
solution design and
development for a
significant sales opportunity**

Where to go for more info

■ Websites & Contacts

▶ Americas Software and Services Support Guide

- <http://softtech.ibm.us2.ibm.com/SoftTech.nsf/htmlmedia/downloads.html>
- Americas Software Support focal point - Chris Cranfill

▶ Partnerworld for Software

- www.ibm.com/partnerworld/software
- Contact for technical support: Mary Kimbrough
- Partnerline 1-800-426-9990 (NA only, country specific numbers in other geos)

▶ Partnerworld for Developers

- www.developer.ibm.com
- Technical Support manager - Roy Aho

▶ Support Line

- 1-800-237-5511 (US); 1-800-IBM-SERV (Canada)
- www.ibm.com/services/its/us/mus62d1.html
- Support Line for Business Partners
www.ibm.com/services/its/us/mus86d1.html
- Contacts??

▶ Partner Technical Support Brochure

- www.ibm.com/partnerworld/marketing/pmrktng.nsf/weblook/tech_support.html

