

# Content Management Business Partner Quarterly Call, July 10, 2002

Shawn K James, North America Channel Marketing Manager, Data

# Welcome!

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- Today's presentation

- ▶ [Http://www.ibm.com/partnerworld/software/](http://www.ibm.com/partnerworld/software/)

- log into the Business Partner Zone, go to Events, Teleconferences, then click on the "Content Management Business Partner Quarterly Teleconference. The presentation materials are available under "Presentation Materials".

- Replay: Available until August 9, 2002

- ▶ Call-in Number: 888-203-1112 ; Passcode: 656891

# Agenda:

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- 1. Content Management V8 Announcement
- 2. Sales in Content Management
- 3. Content Management Marketing Tactics for 2H
- 4. Executive Assessment for Content Management
- 5. Business Partner Education schedule for 2H

# Sales in Content Management

Donald W Bedgood, Content Management Channel Sales, Americas

# Applications & Industry Solutions

Don Bedgood

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- What is the demand?
- Why is there IBM focus?
- Options to Application Providers?
- What are we, IBM CM, doing to help?

# Content Management V8 announcement

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## **Enterprise Content Management from a Trusted Source Webcast replay available for limited time**

The Webcast entitled the "New! Enterprise Content Management from a Trusted Source" highlighting the advantages of the recently announced IBM Content Manager Version 8 aired live June 13, 2002.

If you were unable to attend the live event, it is now available on demand, 24 hours a day, 7 days a week, for the next 60 days. To access this and other Webcasts, please go to:

**<http://webevents.broadcast.com/ibm/developer>**

**Select "On Demand Events"** on the left-hand navigation, and then **select "View this event"** under the desired topic. When prompted, type in your user name: <username> (or register first if you haven't already)

# What & Why Develop Applications

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- Co-sell with the IBM representative
  - ▶ Constant stream of messages
  - ▶ Need for referencable wins
- Focused sales tactics
- Industry expertise / shorter sales cycle
- Repeatable implementations
- Higher Margins of services and application

# More IBM Options

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- PartnerWorld for Developer
  - ▶ ISV Status
  - ▶ SolutionsLink
- ISV Programs
  - ▶ TCI Bundle (Marketing)
  - ▶ Direct Licensing Agreements (DLA)



# What is IBM doing for you?

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- Teaming: Communications with Blue Sales, Management and Marketing
- The *CM Business Partner Solutions Guide*
  - ▶ A listing of Content Management Business Partners.
  - ▶ Indexed by:
    - Vertical industry expertise (installations) and applications
    - Name and geographic coverage
    - Description of the company and solution(s)

# Content Management Marketing Tactics for 2H

Shawn K James - July 10, 2002

# Content Management

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- Start Now
  - ▶ Start Now for Content Management - V8
- Solutions Proven
  - ▶ Start Now Certified Partners in Content Management will be able to receive \$2K for SP lead generation tactic.
- Linux
  - ▶ Campaign underway - All Linux skilled partners apply for participation to this tactic. Email [skjames@us.ibm.com](mailto:skjames@us.ibm.com) for registration. 200,000 target linux users identified for interest. Linux Info Pak. 75% SMB audience. Goes through end of the year.
- ESP Telemarketing
  - ▶ Announcement shortly through PWS email about the details of this campaign for CM BP's in SMB - end of July
- eRecords Telemarketing
  - ▶ Announcement shortly through PWS email about the details of this campaign for CM BP's in SMB - end of July

# How do I get some of this?

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- Email Shawn K James at [skjames@us.ibm.com](mailto:skjames@us.ibm.com) OR
- Call Shawn K James at 415-545-4251
  - ▶ ALL TCI BP will be routed to your BPMM, BPSM, or TSR's
  - ▶ ALL NON TCI BP will need:
    - One employee enrolled or attended into a CM Sales 201 class (prerequisite is that employee must have attended CM 101 and SSM training's)
    - Identify point of contact for communications between companies.

# Executive Assessment

The Content Management module's - Nicole Katrana

# Executive Assessment (EA)

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- ▶ What is it?
  - ▶ Consultative selling tool to help you create a business case
  - ▶ Tips on questions to ask customer, how to create proposal, prototype demo and competitive customer information
- ▶ What are the components?
  - ▶ **Standard Executive Assessment**
    - ▶ Foundation for all modules
  - ▶ **Application and solution based modules**
    - ▶ Modules created for Linux, WebSphere, Lotus, DB2.Data Management, Tivoli and Start Now mid-market solutions
- Demand Generation tools to help you sell!!
  - telemarketing script, email blast, seminar presentations, collateral

# What is the value?

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- ▶ **Value to Business Partner**

- ▶ Helps to identify a prospects e-business needs, build a business case, present a proposal and close the business
- ▶ Provides a streamlined development process
- ▶ Earn additional service fees
- ▶ Free to Parterworld for Software Partners

- ▶ **Value to Customer**

- ▶ Report of Findings - recommended software and hardware
- ▶ e-business assessment and e-business strategic and tactical proposal
- ▶ Competitive website analysis, prototype, ROI analysis (where appropriate)

# How do I use Executive Assessment?

## How much can I charge?

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- ▶ Include in all marketing materials and collateral, mailing lists
- ▶ Cold Calling or any time you are calling on a customer
- ▶ Use as an offer or call to action in the Seminar Solutions
- ▶ Use as a prize in a Tradeshow Drawing
- ▶ We suggest a minimum fee equivalent to at least 10 billable hours (you may charge a higher fee based on complexity)

**Executive Assessment is free to PartnerWorld for Software Partners**



# Who is using the Executive Assessment?

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Launched the Executive Assessment Website May 31, 2001\*

- ▶ Over 4,450 downloads of modules worldwide
- ▶ Over 1,890 marketing tools downloaded worldwide
- ▶ Over 500 companies have downloaded modules worldwide

Success

- ▶ Charging from \$3,000-30,000 (US)
- ▶ Bidding on and winning deals from \$50-75,000 (US) to \$5 million!
- ▶ Some are personalizing and translating!

**Executive Assessment is free to PartnerWorld for Software Partners**

\*results through May 2002

# Success

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- "These tools are excellent and are helping us to build a new focus for our company AND IT WORKS! Keep them coming and thank you."
- "We have used it 4 times, charged \$300k and have increased our sales 40-60%"
- "We have used it twice. We charged 10K each, estimated revenue \$180K"
- "We've used it four times and charged \$2,500 each"
- "Just received it, plan on using it next 5 meetings. We are charging \$20K each and estimated the revenue drive by it to be \$500K."
- "This is the first opportunity to use it. Hopefully, this will result in an ongoing project at greater than \$5 million."
- "We are currently working on demand generation campaigns for our IBM Start Now Solutions ..and we are going to use it as an entry into new customers to better understand their organization's requirements."
- "We have just recently become aware of this resource and have only used it to preview the service - looks great. We estimate software and services to average between \$75 - \$150K!"
- "We have closed three with an estimated revenue driven AUD 130K"
- "This is a great resource for Business Partners to use and we are hopeful it will assist us in closing more sales and closing sales faster!"
- "Our company is finding these tools extremely useful at this moment and is now securing sales in the small/medium business"
- "We are in the process of adapting the Executive Assessment Toolset for the Latin-American market. Our first try will be mid-September. Wish us luck!"
- "We are in the process of wrapping a go-to-market plan around this offering. The recent tools (email, phone scripts, etc. look like these will help here)."
- "We have closed three with an estimated revenue driven AUD 130K"

# Modules

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## ▶ Available Today:

- ▶ Standard Executive Assessment
- ▶ B2B eCommerce
- ▶ B2C eCommerce
- ▶ WebSphere Everyplace Access
- ▶ Business Process Management/Integration/Workflow
- ▶ Host Integration
- ▶ WebSphere Integration
- ▶ WS Portal Family
- ▶ **Email Archiving**
- ▶ WebSphere Leveraging the Web
- ▶ Selling with Linux
- ▶ **Start Now Business Intelligence** \*new
- ▶ Start Now Collaboration
- ▶ Start Now Infrastructure
- ▶ Start Now Website Management
- ▶ Start Now Wireless \*new
- ▶ Tivoli Access Manager for Business Integration

## ▶ Planned for 2002\*:

- ▶ Integrate and Extend
- ▶ Customer Loyalty
- ▶ Partner Agreement Connect
- ▶ Enterprise Modernization
- ▶ WAS/Tools
- ▶ eCommerce Retail
- ▶ eCommerce Direct Manufacturing
- ▶ eCommerce Indirect Manufacturing
- ▶ **Content Management for CRM**
- ▶ Start Now Infrastructure Management
- ▶ **Start Now Content Management**
- ▶ Tivoli Storage Manager
- ▶ Tivoli Storage Manager Light
- ▶ Intrusion Manager/Risk Manager
- ▶ IBM Tivoli Monitor for Messaging and Collaboration
- ▶ Grow with Lotus
- ▶ Move2Lotus
- ▶ Content Management for Domino (pending name change)
- ▶ Lotus Knowledge Management
- ▶ eLearning
- ▶ Lotus Small Biz Collaboration Suite

# How do I get trained?

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- ▶ Complete the Standard Executive Assessment - it's the foundation for all modules
  - ▶ approximately 90 minutes to complete.
- ▶ Chose the module(s) that interest you
  - ▶ approximately 20-45 minutes to complete.
- ▶ A complete description and all associated files are available on demand via the PartnerWorld for Software Website.

To access all materials and get trained go to:

**[www.ibm.com/partnerworld/software/zone](http://www.ibm.com/partnerworld/software/zone)**

**(enter your PartnerWorld for Software ID and Password)**

**Go to Marketing and Sales Support > Tools for Selling our Software>**

**Tools for Selling our Software CrossBrand**

# Business Partner Education 2H

Bonnie Endicott, North Americas Sales Education

# Business Partner Sales Education

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- Update your Business Partner Profiles!
- 2H CM 101 and CM 201 Classes
  - ▶ CM 101's - August, September, October
    - WebCast; join from your office or attend at an IBM office where class is hosted
      - Watch for emails from PWS on Mondays announcing dates, locations, registration details
- CM 201 Classes
  - ▶ Instructor led classes - August, September, October
    - Watch for emails from PWS on Mondays announcing city locations and dates.
- Want direct communication from IBM?
  - ▶ Email [skjames@us.ibm.com](mailto:skjames@us.ibm.com) to be added to personal list. All information relative to CM BPs will be sent to you directly from Shawn James.



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THANK YOU!