

Data Management Partner Sales & Enablement

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April 10, 2002



DM Partner Sales / Enablement Team Mission

■ **Drive DM partner software sales revenue**

- ▶ Drive sales through the tier two reseller channel
- ▶ Provide partners with sales tools and product knowledge
- ▶ Assist partners with IBM relationship linkages and extended organization support
- ▶ Provide assistance with partner-related issues in sales cycle
- ▶ Work with partners to ensure fast sales execution
- ▶ Increase partner participation in Territory Accounts
- ▶ Help partners drive volume sales in Cluster and Territory space
- ▶ Link partners with IBM Direct sales teams to drive, close business

■ **Enable strategic partners to grow their DM SW Sales business**

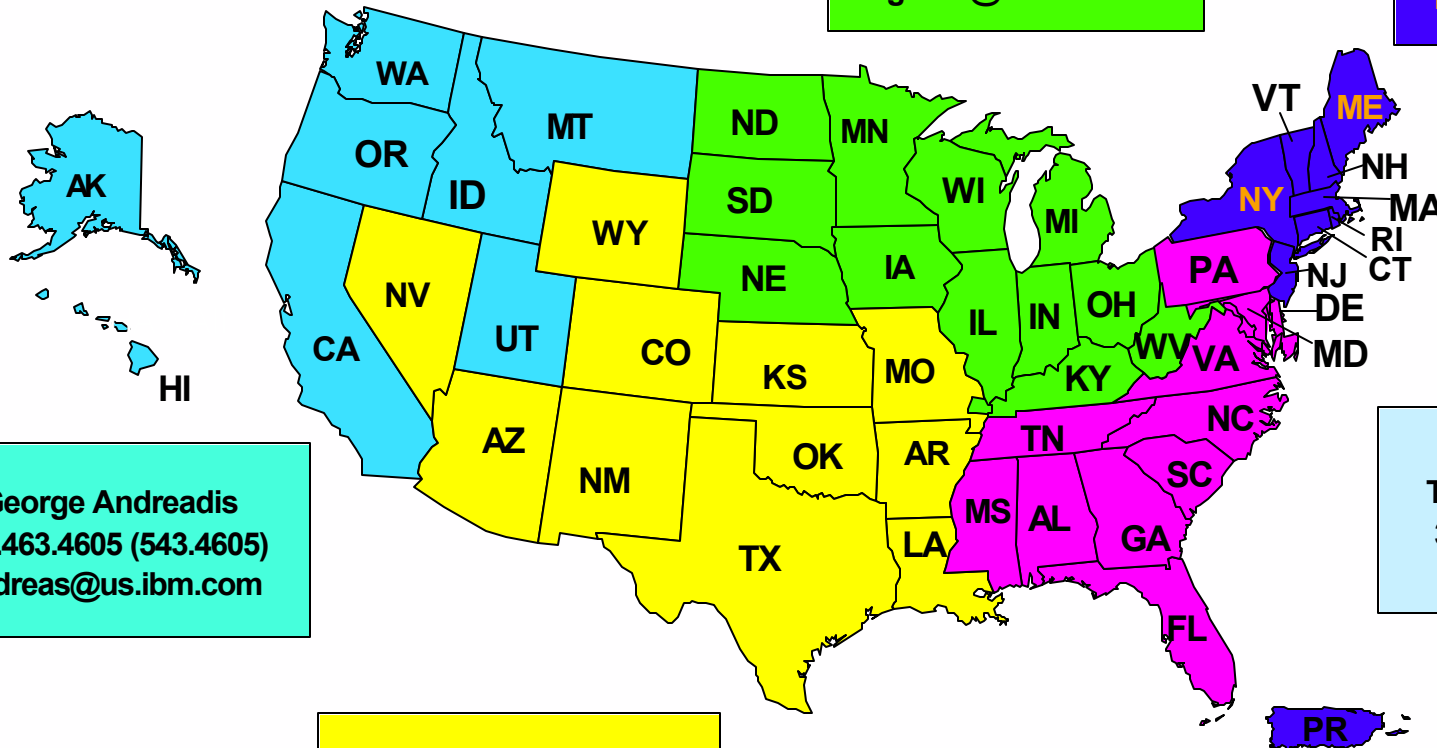
- ▶ Expand scope of existing DM partners to include full DM/BI portfolio and solution sales
- ▶ Increase partner skills, both sales and technical

DM Partner Sales / Enablement Team Coverage

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