

# **Driving Growth and Delivering Value: Business Partner Marketing Resources From IBM**

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# IBM Software Business Partner Priorities

**1** Deliver Great Client Value

**2** Drive Incremental Growth

**3** Focus on Solutions

**4** Embrace New Infrastructure Models

**5** Business Partner Success



**Business  
Partners**



# Marketing Strategies

## *Using Business Partner Marketing Resources from IBM*



### Business Partners

#### **1 Deliver Great Client Value**

- Maximize the Web
- Social Media and Marketing
- Loyalty programs

#### **2 Drive Incremental Growth**

- Events
- Multi Touch Marketing
- Grow Your Business Tool

#### **3 Partner For Success**

- PartnerWorld Portal
- Enhanced benefits

# Deliver Client Value: Make The Web Work For You

- **Optimize your website for search**
  - Choose a website title and text that reflects what people are looking for, not what you think you offer
  - Adopt an 'always on' strategy
- **Utilize social media sites**
- **Use syndicated sites**
  - Write a thought leadership article
- **Keep your existing customers in mind**



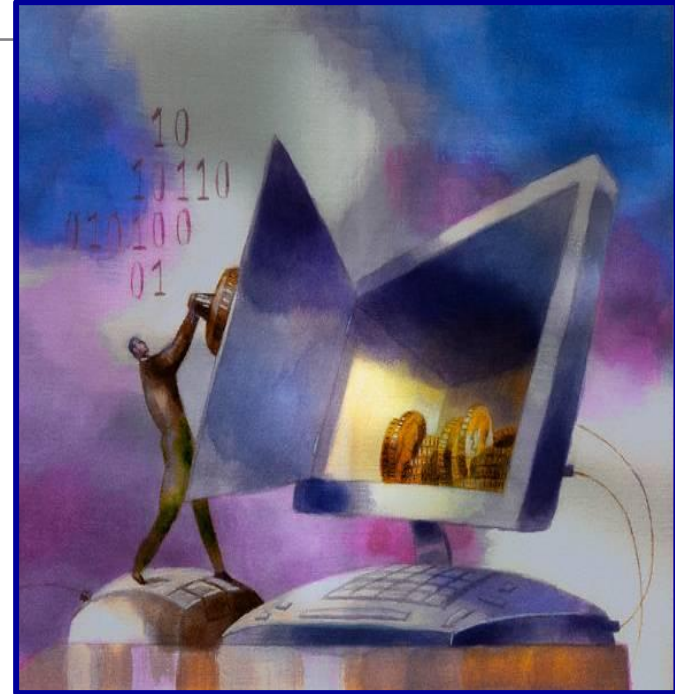
## CURRENT REALITY:

Companies need to balance search engine optimization techniques with paid listing to get the widest possible audience to a site.\*

\* Search Engine Watch: March 2008

## Deliver Client Value : Drive Leads Via the Web

- **Online marketing**
  - More affordable
  - More effective
- **You can target your customers more effectively**
- **Part of a multitouch strategy**
- **Compelling offers drive registrations**
  - Quick follow-up
- **Save time and money by delivering seminars over the web**



### CURRENT REALITY:

Online marketing can be very advantageous, especially for cash-conscious companies, including more efficient advertising and higher ROI.\*

\*eMarketer: April 2009

## Deliver Client Value : How We Can Help

### ***Search engine optimization***

***What it is:*** A consultation with leading experts that can help you position your Web site to get optimal hits from the top search engines

***Why you need it:*** You get ways to drive increased traffic to your site *and* ways to identify and capture leads who come to your site. These are prospects who are *already* looking for you!



**Enhanced**

### ***Web content syndication***

***What it is:*** A way to refresh your existing Web site with complete, compelling IBM product information customized to your needs

***Why you need it:*** You can automatically refresh content and transform your site into a powerful sales tool. And since the updates are automatic, you free up people and resources for other projects!



**Enhanced**

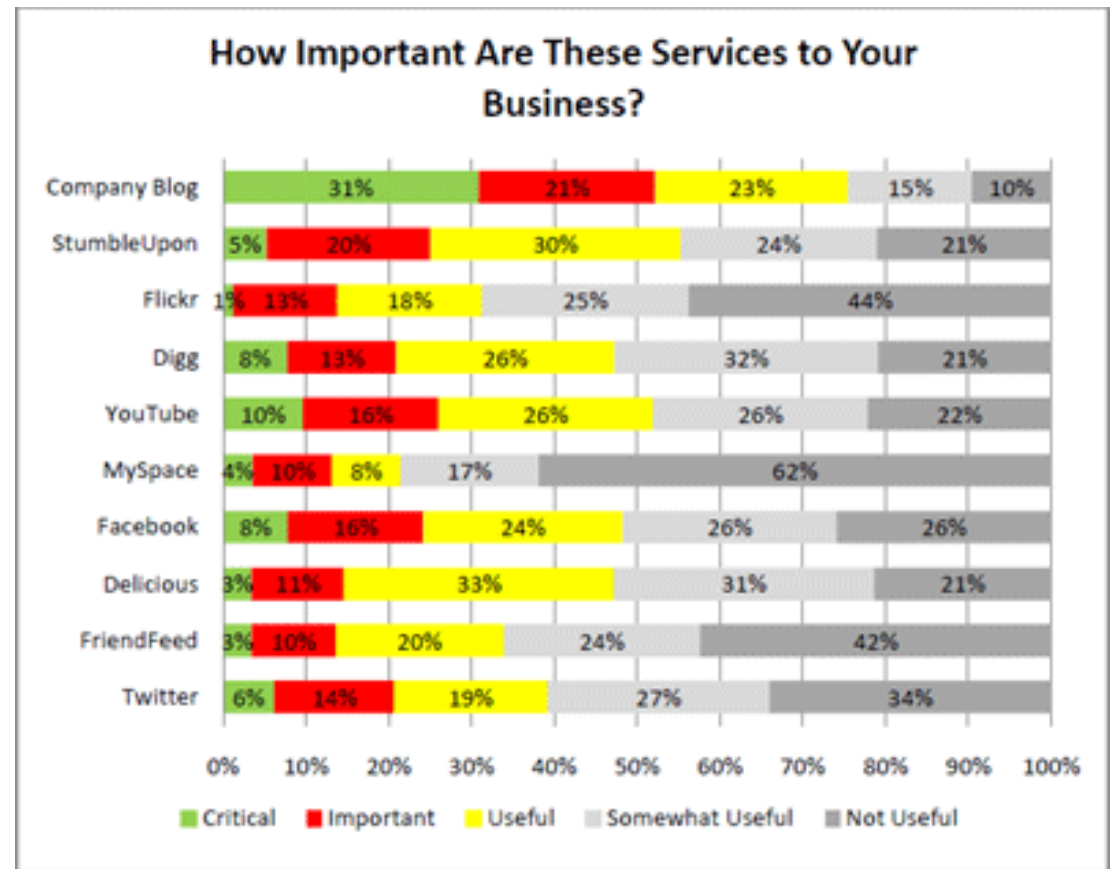


# Deliver Client Value: The Importance of Blogging

**Blogging is currently viewed as the most important lead generation channel as compared to other social media, with 75 % of those that have tried blogging saying it is "useful" or better.**

**Other social media that is considered useful or better includes**

- StumbleUpon (55%)**
- YouTube (52%)**
- Facebook (48%)**
- Delicious (47%)**
- Digg (47%)**
- MySpace was thought as being the least useful (22%).**



Source "The State of Inbound Marketing"

# Deliver Client Value: Social Networking Community

*InfoBOOM! Targeted to CIOs and IT professionals in mid-sized businesses*

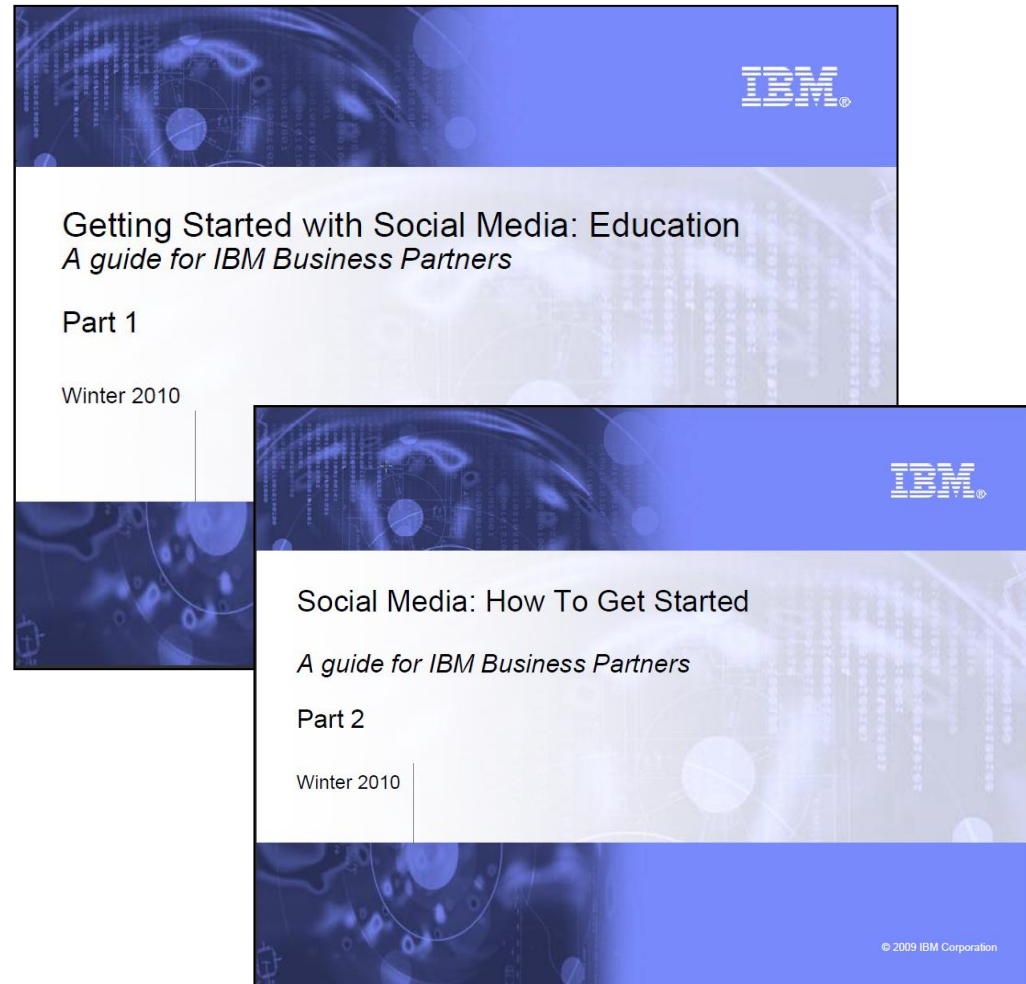
- A forum to promote dialog on Mid-Market topics and trends
- Connecting customers to each other, to IBM, to third party industry experts and to Business Partners in an effort to:
  - Cut through the clutter
  - Provide a distillation of what thought leaders are saying
  - Provide advice from experts and peers
  - Enable a more strategic decision making role
- Established via partnership between IBM and CIO.com

The screenshot displays the InfoBOOM! website, which is a social networking community for CIOs and IT professionals. The header features the InfoBOOM! logo and the tagline "MUST-KNOW PEOPLE, IDEAS AND OPINIONS FOR MIDSIZED BUSINESS". Navigation links include HOME, JIM'S PICKS, THIS WEEK, COMMUNITY, Q&A, ABOUT, TOPICS, and EVENTS. A search bar and an "INVITE A FRIEND" button are also present. The main content area is titled "ABOUT InfoBOOM!" and "THIS WEEK'S TOPIC: Lotus Notes". It features a "MALONE'S OPINION" column with a post by Jim Malone, an "EXPERT'S OPINION" column with a post by Kevin Hansen, and a "NEW MEMBERS" column listing Yoly Barrios Gordon and Kevin Crossman. A "digg" section at the bottom lists top 10 items from technology. A red starburst graphic with the word "New" is overlaid on the bottom right of the screenshot.



# Deliver Client Value: How We Can Help

- Build social media experts
  - 'How To' guides
- Leverage IBM blogs
- Participate in the conversation
- Engage with IBM communities



# Marketing Strategies

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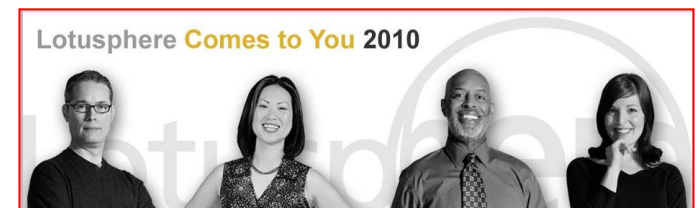
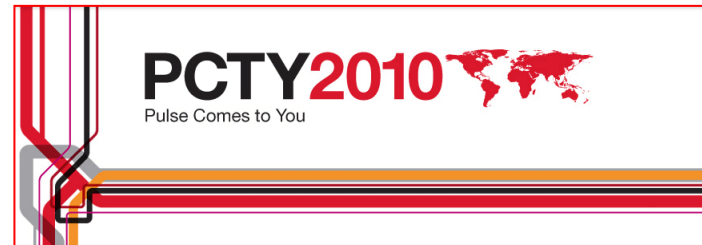
# Drive Incremental Growth: Live and Virtual Events

## A worldwide roadshow in 2010

- Bringing the content and value from the Software Group Global Conferences to your local markets

## Business Partners are encouraged to:

- Attend and bring customers
- Contact your local team if interested in hosting or speaking
- Host your own event





# Drive Incremental Growth: How We Can Help

## *Virtual Event Platform*

**New!**

**What it is:** A robust virtual event platform that allows for hosted or on demand events.

**Why you need it:** Leverage IBM platform to quickly host as many virtual events as you would like.

## *LotusLive Engage*

**New!**

**What it is:** An online service that combines social networking, Web conferencing and collaboration capabilities.

**Why you need it:** Exchange information, meet instantly, manage projects seamlessly. Requires little to no IT support. Try no cost 12-month LotusLive Engage demo account! Go to [lotuslive.com/businesspartners](http://lotuslive.com/businesspartners) to sign up.

## *IBM Innovation Centers*



**What it is:** More than 40 IBM centers worldwide that you can use to conduct seminars, training, closing events, and other marketing activities.

**Why you need it:** Innovation Centers provide a world-class support infrastructure for Business Partner demand generation around IBM offerings and technologies.

# Drive Incremental Growth: Multi-touch marketing

- **One-off marketing tactics are ineffective—especially during tough economic times**
- **Leverage integrated marketing to get the most out of your marketing dollar**
  - Use several media simultaneously to make your marketing investments work together to increase your leads
  - Run tactic chains vs. tactics
  - Know where your prospects get their news and ideas. Then show up!



## **CURRENT REALITY:**

It takes an average of 7-10 “touches” from multiple sources to cultivate a prospect far enough along to have an effective conversation with your sales team.

\*Marketing Sherpa: August 2008

# Drive Incremental Growth: Just Push Go

## Just Push Go

- ❑ New! Decision-based step-by-step guidance approach to deliver and execute a multi-touch marketing campaign
- ❑ Includes e-mail, webcasts, and telemarketing tactics
- ❑ Link directly to content, tools, progression tactics, and best practices - eliminates searching and saves you time!
- ❑ Get ready to make the most of your co-marketing funds. Just Push Go.



### Aligned to the sales plays:

- ✓Dynamic Infrastructure Event-in-a-Box
- ✓IBM Comprehensive Data Protection Solution e-mail
- ✓Collaboration Lotus Upgrade
- ✓IBM WebSphere Portal NOW
- ✓IBM WebSphere Portal NOW Telescript
- ✓Virtualization e-mail and Webcast
- ✓Virtualization telemarketing script
- ✓Web Application Security
- ✓Web Application Security Call Guide and Matrix



# Drive Incremental Growth: Business Partner Sales Plays

Category	Play/Partner Playbook
Establish Govern and Deliver Trusted Information	Information Management: Trusted Information Solutions — IBM InfoSphere Portfolio <a href="#">Summary</a>
Manage Data Over its Lifetime	Information Management: Integrated Data Management for Managing Fast-Growing Data <a href="#">Summary</a>
Manage Data Over its Lifetime	Information Management: Data Management Innovations <a href="#">Summary</a>
Portal	Lotus: Reduce Costs Through Customer Self-Service Web Sites and eForms <a href="#">Summary</a>
Collaboration	Lotus: Reduce Costs by Upgrading to Lotus Notes/Domino 8.5 and Up-sell Advanced Collaboration <a href="#">Summary</a>
Collaboration	Lotus: Position for Growth - Optimize Delivery Models <a href="#">Summary</a>
Security and Compliance	Rational: Regulatory Compliance and Web Security with AppScan <a href="#">Summary</a>
Rational CRM	Rational: Cut Costs & Accelerate Delivery for WebSphere & Portal Customers with Rational Automation Framework for WebSphere <a href="#">Summary</a>
Rational CCM	Rational: Act on right information – Turn innovative ideas into smarter products <a href="#">Summary</a>
Automation	Tivoli: Maintain the balance of spending and service quality with Tivoli <a href="#">Summary</a>
Storage	Tivoli: Data Reduction and Storage Management Transformation <a href="#">Summary</a>
Security	Tivoli: Driving a holistic approach to security and compliance management <a href="#">Summary</a>
Application Foundation	WebSphere: Smarter Commerce <a href="#">Summary</a>
BPM	WebSphere: Departmental Business Process Management <a href="#">Summary</a>
Connectivity	WebSphere: Service Visibility and Governance <a href="#">Summary</a>

## Drive Incremental Growth: How we can help

### Everything Channel

**What it is:** Portal to e-mail list services specifically for IBM Business Partners.

**Why you need it:** Target your e-mails to US subscribers of their media outlets, which include 900,000 businesses segmented by vertical industry, and 17M people categorized by IT products, services and solutions.



### Hoover's and OneSource

**What it is:** Sales and marketing research tools, Hoover's and One Source maintain comprehensive databases of information about corporations worldwide.

**Why you need it:** Research leads, identify decision-makers, and verify prospect financials while enjoying deep discounts off a single-user subscription.



### Harte-Hanks

**What it is:** A global direct and targeted marketing solutions provider

**Why you need it:** Enjoy discounts on marketing lists and telemarketing services in all geographies

**New!**

# Drive Incremental Growth: Grow Your Business tool



## Available in 6 languages

- French
- Japanese
- Spanish
- Brazilian Portuguese
- Chinese
- English



## Highlights

- 275+ products / all brands
- 650+ cross-sell scenarios
- Software-to-software and hardware-to-software pairings
- Suggested pairings based on existing skills, return on investment, market demand, education
- Midmarket and Large Enterprise segmentation



# Drive Incremental Growth: Grow Your Business tool

Information Management

Lotus Software

Rational Software

Tivoli Software

WebSphere Software

IBM Hardware

If you are selling IBM Tivoli Access Manager for Enterprise Single Sign-On
 

Toggle to: Large Enterprise (LE)

	Grow Your Business With:	To Provide:
IBM Tivoli Continuous Data Protection for Files	IBM Tivoli Identity Manager	Tivoli Identity Manager is a central component of the IBM identity management portfolio that helps organizations manage and maximize the value of their identity investments. It provides identity lifecycle management (user self-service, enrollment and provisioning), identity control (access and privacy control, single sign-on and auditing), and identity foundation (directory and workflow) to effectively manage internal users as well as an increasing number of customers and partners through the Internet.
IBM Tivoli Storage Manager	IBM Rational Appscan	An automated web application security testing solution that pinpoints security vulnerabilities and provides fix recommendations.
IBM Tivoli Storage Productivity Center		
IBM Tivoli Access Manager for Enterprise Single Sign-On		
IBM Tivoli Identity Manager		
IBM Tivoli Monitoring for Microsoft Applications		
IBM Tivoli Provisioning Manager for OS Deployment		

Business Partner with expertise in

Will be presented with this list of potential cross-sell products

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# Partner For Success: Integrated Communications

## Web Site

Key Info



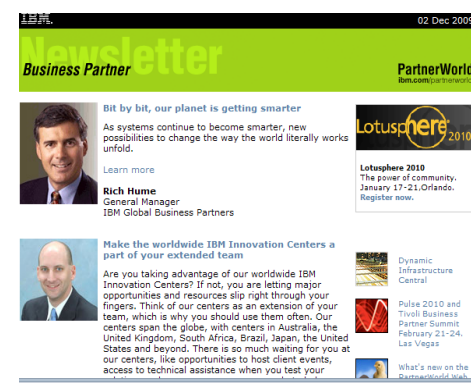
Brand Updates



Executive Corner



## emails



## Widget



*Update your PartnerWorld profile to receive targeted news!*



# Partner For Success: PartnerWorld Portal

- Single entry point to all IBM Business Partner offerings, content and resources worldwide.
- Access entitled content and transaction tools (pricing, ordering, reporting)
- Facilitate collaboration, sharing, and relationship building
- Not sure about where to look? Leverage Live chat or phone support to get help immediately or use e-mail to document your request
- New things coming in Q2:
  - Customizable member home page
  - Ratings
  - Site map



# Partner For Success: PartnerWorld Portal

<https://www-304.ibm.com/partnerworld/mem/mkt/index.html>

The screenshot displays the IBM PartnerWorld Marketing portal. A red box highlights the 'Marketing' section in the left sidebar, which includes links to 'IBM marketing programs', 'Co-funded marketing', 'Marketing resources and tools', and 'Marketing training'. Another red box highlights the 'Marketing resources views' section, showing a dropdown menu set to 'Tivoli' and a 'Go' button. A third red box highlights the 'Marketing resources' section, which lists 'Co-funded marketing', 'Marketing training', and 'Marketing resources and tools'. The main content area features 'Featured marketing benefits' with three cards: 'Campaign tactics', 'Publish your case study', and 'IBM Marketing programs'. The right sidebar contains a 'Welcome' message, a 'Select a country/region' dropdown set to 'United States', and a 'We're here to help' section with 'Chat now' and 'Contact us' buttons.

IBM PartnerWorld<sup>®</sup>

Marketing

- IBM marketing programs
- Co-funded marketing
- Marketing resources and tools
- Marketing training

Marketing

Featured marketing benefits

- Campaign tactics  
Accelerate your lead creation with IBM.
- Publish your case study  
Create excitement about your solution with a quality marketing brochure - at no cost to you!
- IBM Marketing programs  
Align with IBM's high impact marketing programs based on client needs.

View all PartnerWorld featured benefits by level

Marketing resources views

View marketing benefits and resources for:

Tivoli

Go

Marketing resources

- Co-funded marketing  
Leverage co-marketing funds and rewards to grow your business.
- Marketing training  
Build marketing skills by leveraging available discounted books, seminars, and webinars.
- Marketing resources and tools  
Use Campaign Designer and other tools, copy, and image to communicate with leads, opportunities, and client.

Welcome

- Update your profile
- Find a Business Partner
- Find a solution

Select a country/region

United States

Go

We're here to help

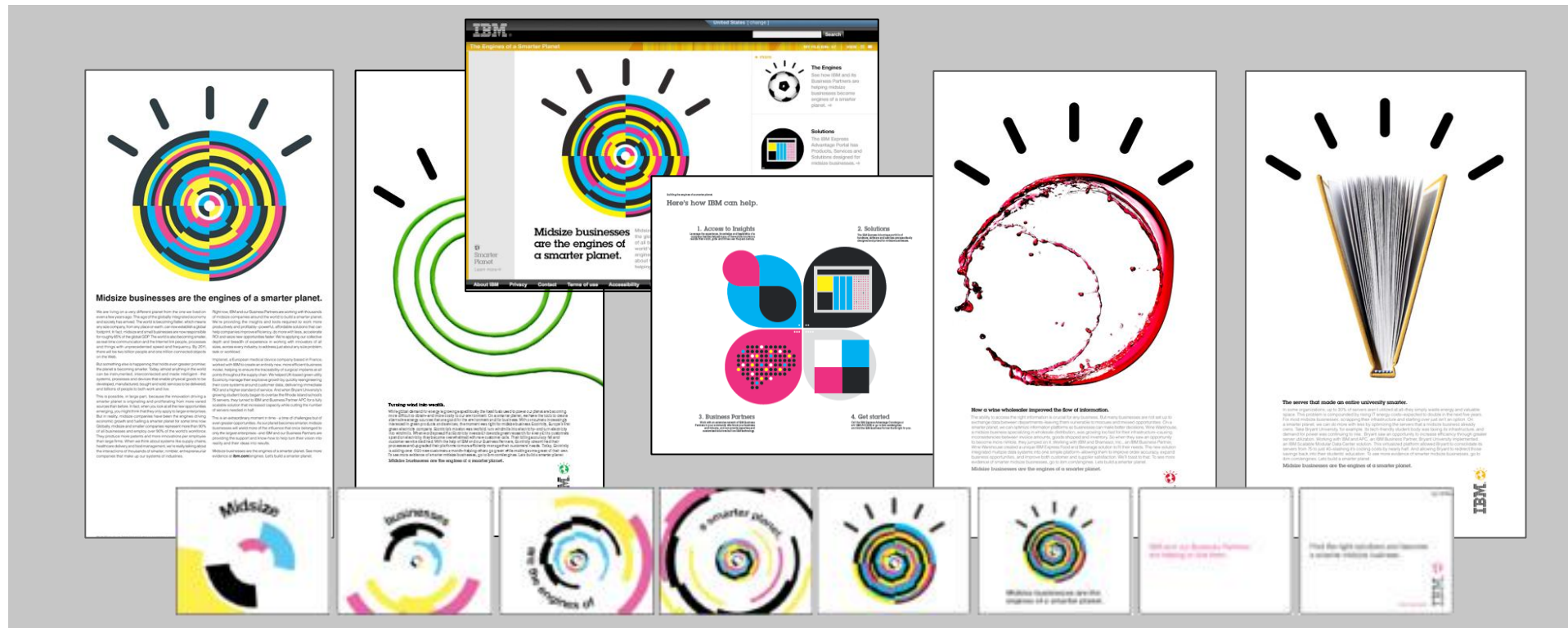
Easy ways to get the answers you need.

- Chat now
- Contact us

Tell us what you think!

- Provide your feedback about the PartnerWorld web site.

# Partner For Success: Smarter Planet Campaign



- . Global awareness campaign with examples for large and small clients
- . Can help drive Business Partner solutions

# Partner For Success: Business Partner Reference



- Business Partner completes the [PW Nomination](#) form found on Partner World
  - Business Partner provided link to guidance on Smarter Planet Solution Criteria

IBM PartnerWorld® Forms and agreements Forms

IBM Business Partner Client Reference Submission

Highlight your success through the IBM Client Reference Program. We want to know how your implementation of IBM technology has delivered true value to your customer! You can describe your customer's success using this online form.

The information you include will appear in the IBM Customer Reference Database. Provide as much detail—product model numbers, versions and revisions—where possible. An IBM authorized agency, Legend Communications, may contact you to verify some of the facts. Once published, the reference can be viewed by IBM employees and Business Partners and may be considered for use in sales collateral or marketing activities. Your permission will be requested and required prior to use.

Customer reference submission

Before you begin your entry, ensure:

- the installation was completed no more than 18 months from the date of the reference entry
- the client solution used in the implementation must have the latest IBM technology — for both software and hardware. For the latest IBM products, visit <http://www.ibm.com/products>. Please bookmark this site!
- the client has agreed to be a reference for IBM
- there is no agreement in place with the client which prohibits the entry of the data (e.g., a nondisclosure agreement - NDA)
- the information you want to enter could not be perceived as a trade secret or as confidential by the customer, IBM or your Business Partner organization
- no personal data for Europe/Middle East/Africa clients is entered into the database to prevent potential infringement of data privacy law

Responsibilities as the submitter and/or the key contact for a reference

By submitting this reference you are confirming that you:

- ensured the client has agreed to be a reference



- PW team enters nomination into Customer Reference Database (CRDB)
- PW team and Smarter Planet council review nominations to ensure Smarter Planet criteria met
- Upon approval, reference tagged in CRDB

IBM Business Partner Reference Submission

Channel Marketing Business Partner Reference Program

Business Partner Reference Submission

Channel Marketing Business Partner Reference Program

Business Partner Reference Submission



- References pulled monthly for publication
  - Newsletter scorecard
  - Business Partner reference guide
  - New PartnerWorld top level featured Partner page
  - Video testimonials
  - Possible use in IBM advertising



# Partner For Success: Use our benefits

## *IBM Business Partner Marketplace offered by Beneplace*

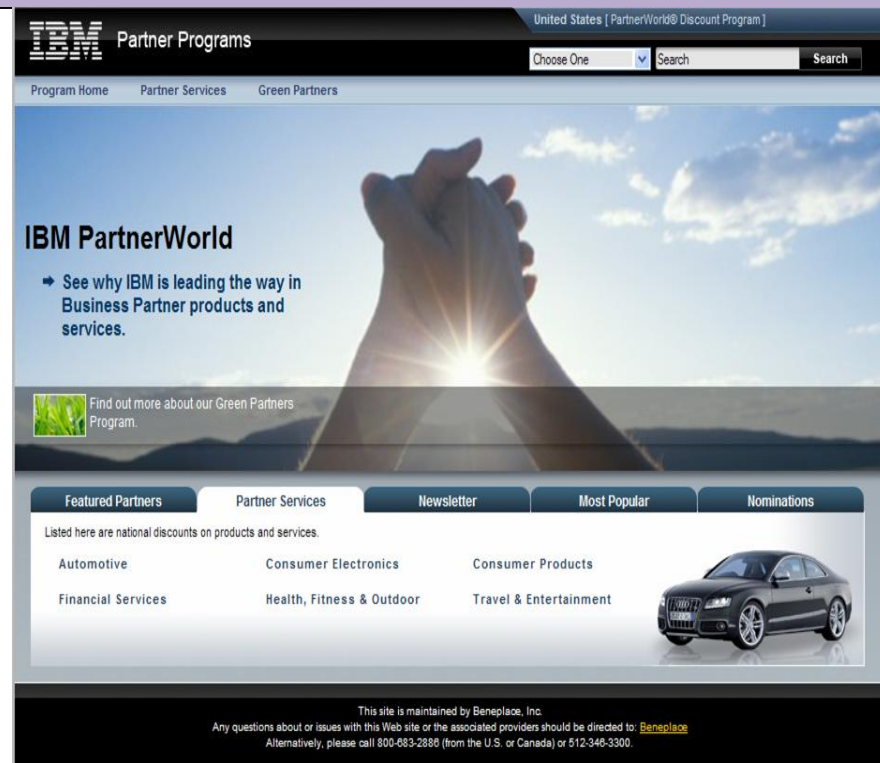
**New**

***What it is:*** A shopping portal for IBM Business Partners offering business and consumer products at discounted prices.

***Why you need it:*** Have access to the same discounts IBM employees enjoy.

Over 60 vendors participating, offering discounts on electronics, flowers, automobiles, vacations, books, banking, tax services, computers and more.

Availability: North America and European Countries



[www.beneplace.com/ibmer](http://www.beneplace.com/ibmer)  
go to Partner Services tab

Thank  
You

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## IBM Global Financing for Channel Partners

Currently offering rates as low as 0% worldwide\* for credit qualifying customers on 12 month IBM software financing



### IBM Global Financing can help Business Partners:

- Facilitate closing entire solution within budget
- Decrease discounting by making payments more affordable
- Eliminate credit risk
- Increase follow-on sales opportunities
- Grow margins and profit
- Reduce days sales outstanding, improving Business Partner cash flow
- Provide [Working Capital](#) for Business Partner's own business

### Tools, Education, Enablement

- Attractive financing [Offerings and promotions](#)
- [Rapid Online Financing](#) - Web based tool for partners to provide clients instant financing quotes, credit approval and contracts
- [Online Calculators](#) – get planning rates in seconds
- Know Your IBM - [KYI](#) IGF modules – Close More Deals with Financing and Global Asset Recovery Solutions – Partners can earn points toward prizes for taking education modules
- Business Partner [Fees and Incentives](#) for selling financing – varies by Geo, [contact your IBM Global Financing rep for details](#)

**For more information : [www.ibm.com/financing/partner](http://www.ibm.com/financing/partner)**

\* Available in the following regions : North America (\$10k-\$1.5M), Northeast Europe (\$10k-\$300k), Southwest Europe (BP only \$5k-\$300k), Japan (\$5k-\$250k), GMU countries – TBD