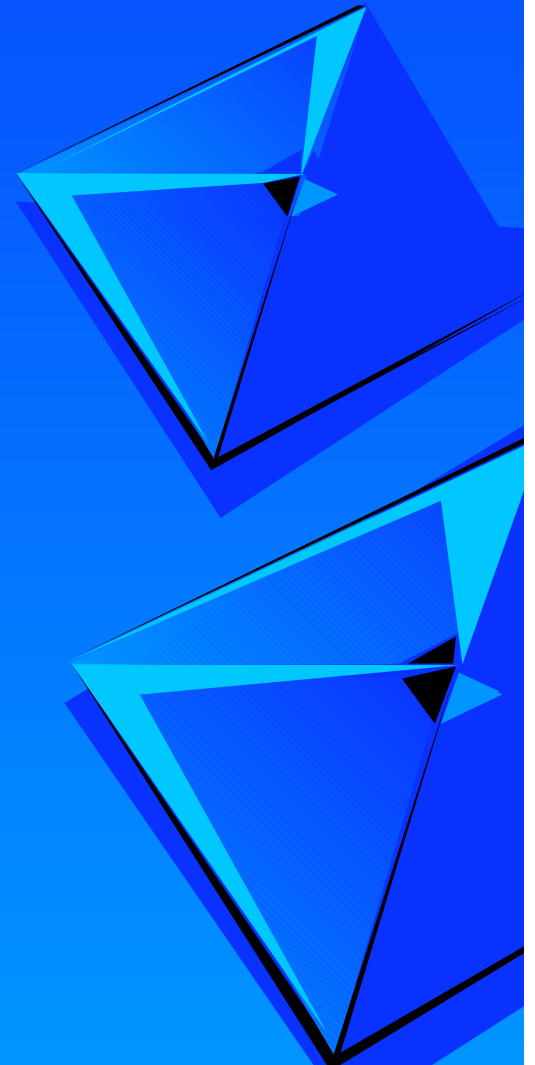


The IBM logo, consisting of the letters 'IBM' in a blue, horizontally-striped font.The Lotus logo, featuring the word 'Lotus' in a black serif font centered within a yellow rectangular box with a black border.The Tivoli logo, featuring the word 'Tivoli' in a white, italicized serif font centered within a red rectangular box with a black border.The text 'PartnerWorld for Software' in a black serif font, centered within a green rectangular box with a black border.

PartnerWorld for Software

Nan Johnson, Director
BP Channel Development



Objectives

■ Mission

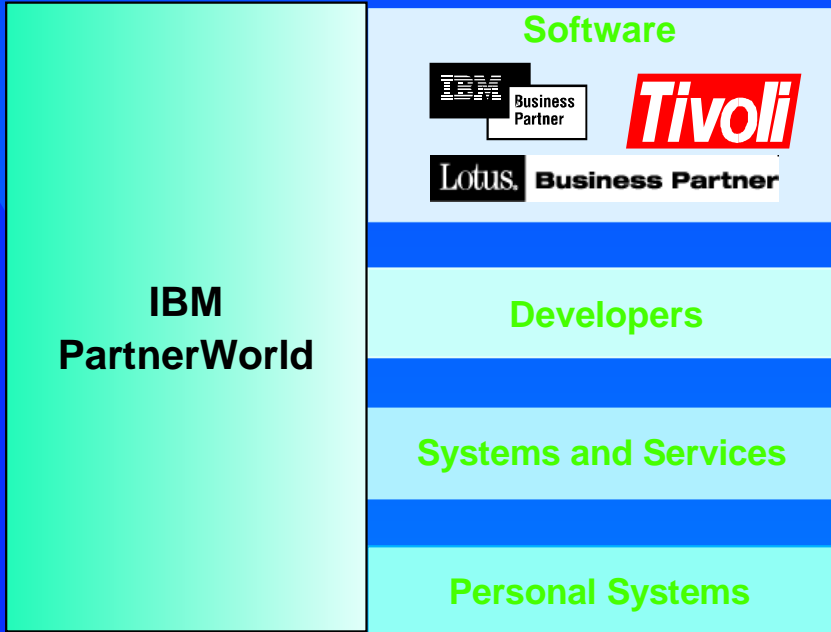
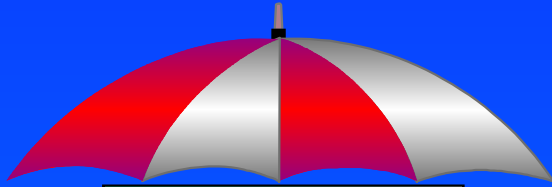
- Grow Software and Services Opportunity for Business Partner Community

■ Strategy

- **Recruit:** A team of superior Business Partners to cover Software Solutions
- **Enable:** Train and educate Business Partners to create a critical mass of skilled providers
- **Engage:** Link Business Partners to sales opportunities / Software Marketing Programs to generate strong business growth

... with High Business Partner & End User Satisfaction

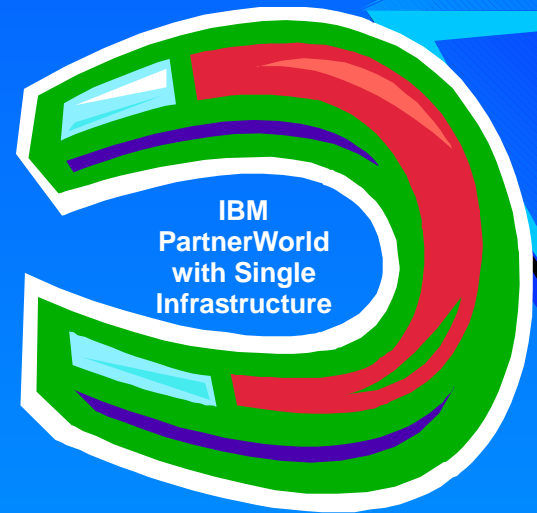
PartnerWorld for Software



Increased Commonality & Infrastructure Integration

• Future Direction

- ▶ Personalized Partner Relationship Management
- ▶ Industry & Market Segment Alignment
- ▶ e-business Solutions



"Best of Breed"

Partner Benefits of combined program

- Helps partner take advantage of IBM investment in brand marketing and e-business opportunity
- Offers more choices of benefits that match investment in the various brands
- Offers more technical support choices to better match Partner support needs
- Offers improved education and training opportunities to enhance partner skills

Helps partner:

sell more software
reduce operating costs
improve profitability



What's New??

What's New for 2000

- **Single infrastructure**
One set of terms, requirements and benefits
- **Flexibility - Partner choice in branding**
with Brand specific requirements
- **Enterprise Relationship - one to many locations**
- **Technical Enablement & Support**
You Pass/We Pay
SupportRewards
- **Simplification: Single Contract, DB, Mgmt. Reporting**

What's not

Lotus Premier Partner

Lotus Business Partner

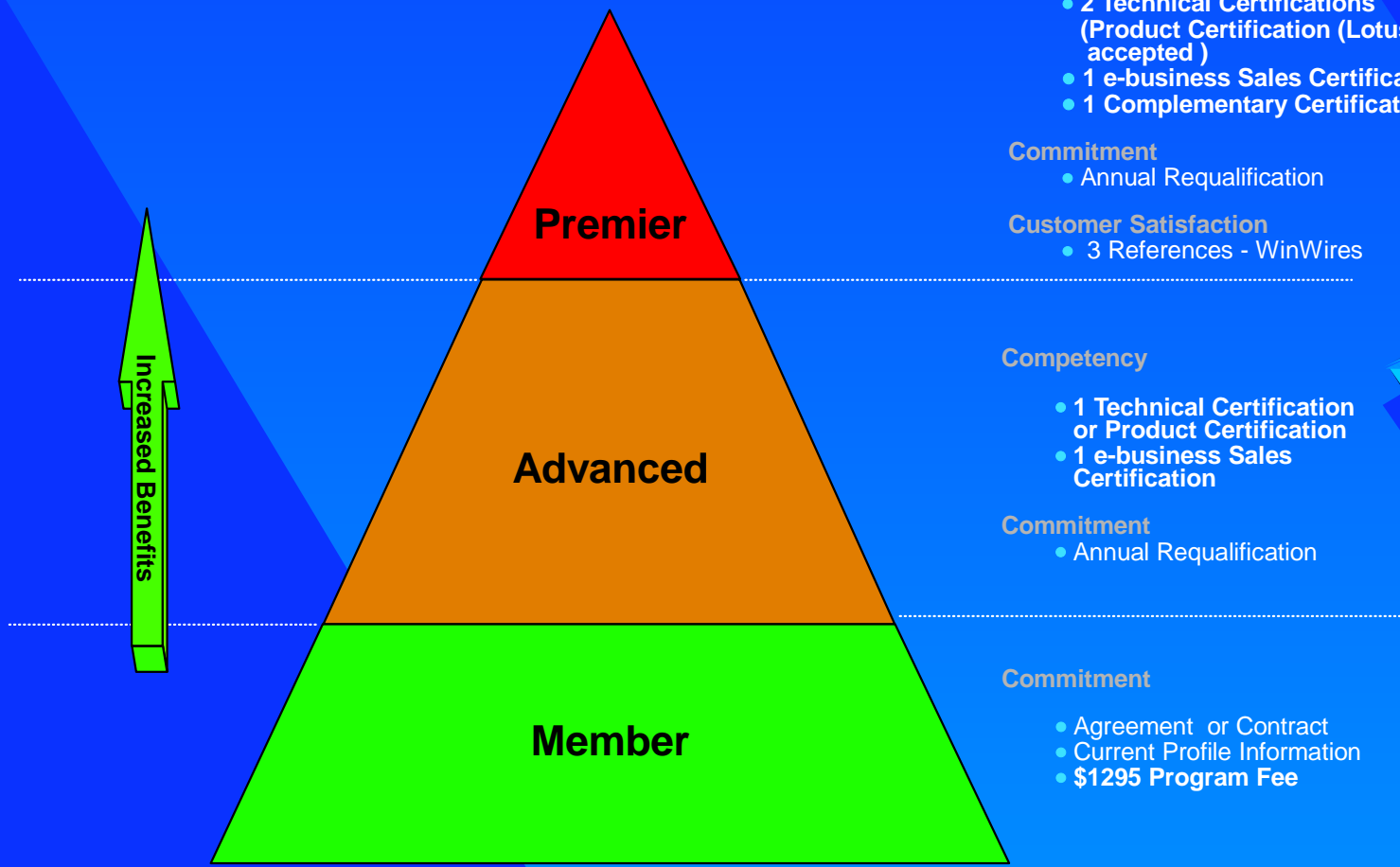
IBM Business Partner

Premier

IBM Business Partner

Advanced

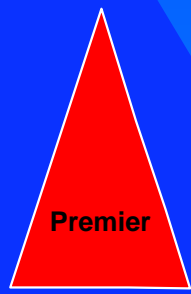
General Qualification Requirements



*ISV Requirements remain the same

Competency Requirements

Partner representation to End User Customer

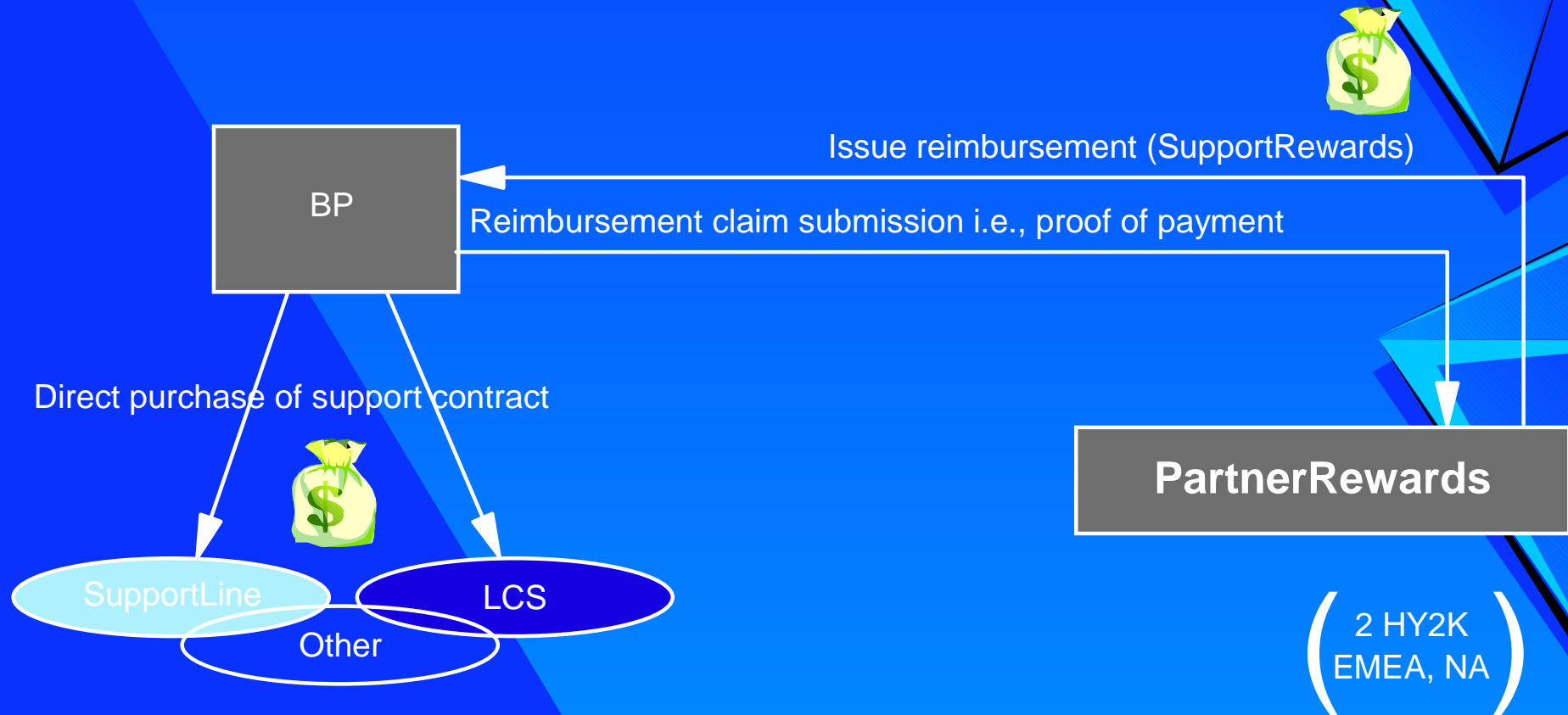


Membership Level

Example 1	Example 2	Example 3
<ul style="list-style-type: none"> Two IBM Professional Certifications One e-business Sales Certification One Complementary Certification (from designated list) 	<ul style="list-style-type: none"> Two Lotus Professional Certifications/Product Certification Two IBM Professional Certifications Two e-business Sales Certification 	<ul style="list-style-type: none"> Two Lotus Professional Certifications/Product Certification One e-business Sales Certification One Complementary Certification (from designated list)

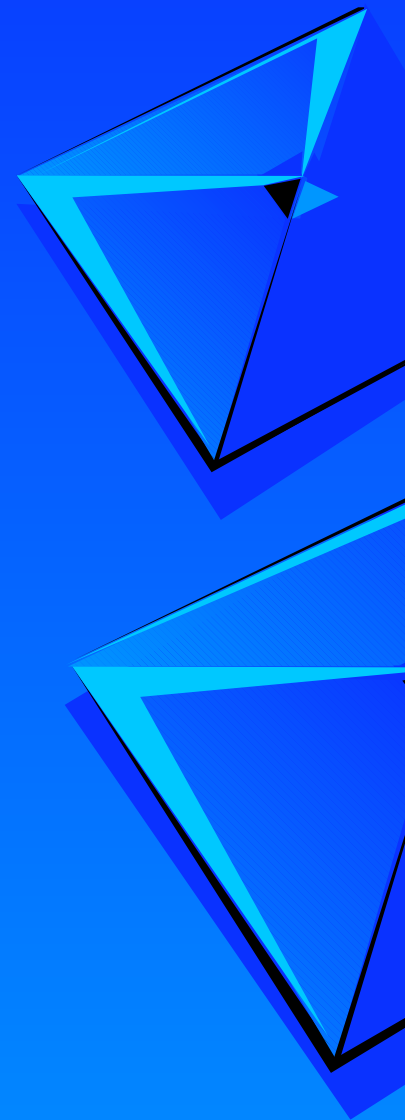
Technical Support Option

Process Flow



Enterprise Option

- ▲ An administrative convenience available to Premier Partners.
- ▲ Available to Partners that have at least one Premier location.
- ▲ Requirements:
 - One administrative contact for entire Enterprise
 - Premier requirements are met in aggregate or by location
- ▲ Benefits:
 - Software, Tech Support, Education may be aggregated or may be received at each location.
 - All locations at Premier level
 - Leads process unchanged (Location, Skill, Level)



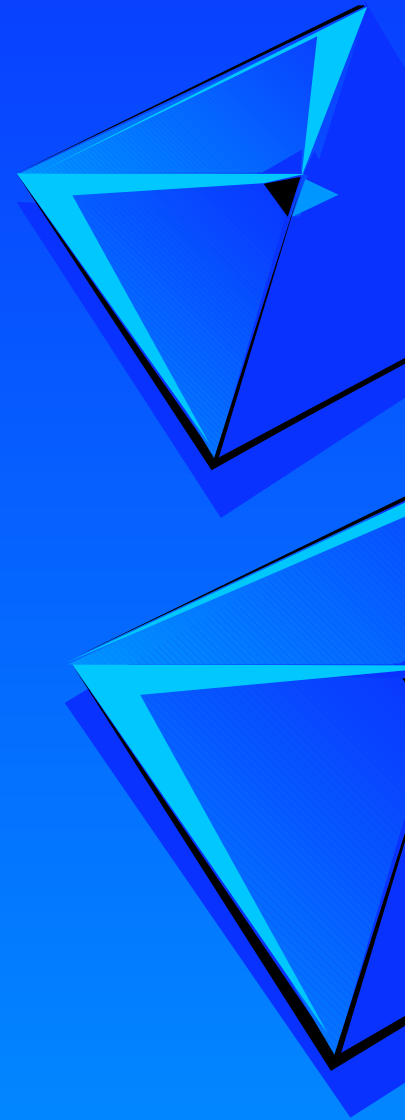
Questions?

- ▲ Does the Enterprise Option meet your needs to manage your partner relationship with IBM/Lotus?
- ▲ Will the new SupportRewards program allow you to receive the best level of technical support for your business?
- ▲ What types of marketing campaigns do you need us to create to support your business needs? Are SIBs a good vehicle for you to participate in the campaigns?
- ▲ What are your top three concerns about the combined IBM and Lotus software program (PartnerWorld for Software)?



Questions (*continued*)

- ▲ What improvements can we make to enhance our relationship management processes with the new integrated IBM and Lotus software program?
- ▲ Are the requirements and benefits of the program competitive? How so? How not?
- ▲ Would you feel comfortable if we used your customer success stories in marketing campaigns? What should the process of validation entail?



Your Questions.. Issues...

▲ ?????

