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Overview Brochure

PartnerWorld for Software benefits & requirements

Why PartnerWorld for Software?

Unprecedented Opportunities

With the arrival of 'next generation' e-business, the demand for e-business related hardware, software and services has grown too quickly to be met by any one company. Opportunities are greatest in small and medium sized business markets, with total spending on hardware, software and services projected to reach $300 billion (or about 40% of the total IT industry opportunity) in the next three years, according to AMI-Partners market research. More specifically, medium-sized business will account for roughly $150 billion of IT spending in the next few years. With over 400,000 medium-sized businesses worldwide, this market represents one of the largest segments in the IT industry.

How do you make the most of this opportunity? How do you win business in new markets and sharpen the edge you've established in existing ones? In short, how do you build on your success?

You've already taken the biggest step by joining PartnerWorld* for Software. In becoming an IBM Business Partner, you've associated yourself with a proven e-business leader and you can begin to access the benefits you need to grow your business and deliver your solutions to small and medium businesses. And we'll be there to help you every step of the way. With our mix of world-class marketing and sales support, education and technical support, we can help you generate demand, shorten the sales cycle, build your skills and get to market faster.

Now, read on to learn more about the benefits offered by PartnerWorld for Software and how they will help you take advantage of the unprecedented opportunities offered by today's marketplace.

Your gateway to world-class support and cutting edge information

ibm.com/partnerworld

Core Benefits

PartnerWorld for Software offers a wide range of benefits, all designed to increase your profitability. Core benefits are available free of charge and consist of Marketing and Sales Support, Education and Certification, Technical Support, Incentives, Financing and Relationship Support. As you ascend to higher levels in PartnerWorld for Software, the level of benefits you receive rises accordingly.

- **Marketing and Sales Support benefits** are designed to help you gain access to new markets and opportunities. Offerings include: in-depth sales tools, such as scripted presentations and competitive information; marketing tools, including customisable marketing collateral; participation in Business Partner Networking events; and IBM Start Now Solutions for e-business, which enable small and medium size Business Partners to rapidly implement powerful, cost-effective e-business solutions.

- **Education and Certification benefits** help you build the skills you need to sell and support the IBM software portfolio. Offerings include: skills planning through various media, such as online certification roadmaps; discounted education, with discounts of up to 25% on technical training; and sales education, including online toolkits with valuable brand information and training via classroom and CBT.

- **Technical Support benefits** provide Web-based, self-help support via the Web. This support includes: a Frequently Asked Questions database; software fixes; access to databases of fixed problems; use of bulletin boards; access to integration starter kits for e-business; sample code; White papers and Red books.

- **IBM Global Financing** enables you to offer your customers the most popular financing solutions in the industry for their IT acquisitions, effectively extending your market to the increasing number of companies who are financing IT purchases.

- **Relationship Support** enhances your ability to work effectively with IBM. Examples include: telephone support; e-mail communications based on your interest areas; online profile management; special events and access to the private Business Partner Zone Web site.

Value Package Benefits

While core benefits are available free of charge, the most valuable benefits are to be found in the rich combination of offerings that make up the Value Package for Software.

Priced at $2,000 US, the Value Package has an estimated retail value of over $400K for Premier Business Partners, over $300K for Advanced Business Partners and over $100K for Member level Business Partners. The Value Package is annually renewable on a rolling basis (twelve months from the date of purchase) and is a recommended purchase for Business Partners who are serious about their relationship with IBM.

The Value Package has four components: Software; Training and certification; Technical support and Marketing / selling. Premier level Business Partners can take advantage of all of the benefits overleaf. Advanced and Member level Business Partners are entitled to a subset of these benefits.

Value Package Benefits (cont'd)

Software [1]

'Demo and Evaluation' software: includes the latest software releases and is for demonstration and evaluation purposes.

'Run Your Business' software [2]: software licences for your internal business use.

Training and Certification

'We Pay' offerings [2]: reimbursement for tuition, test and course fees. IBM will reimburse the fees (up to a specified amount) of employees who become certified in an eligible IBM certification, pass an eligible test and / or attend an eligible course.

Technical Support

Technical Sales Support or TechLine: Pre-sales voice support from skilled specialists. Sales strategy advice, technical recommendations and more.

Web-based Question & Answer [2]: submit an unlimited number of public forum questions and receive a response from skilled technical resources.

Web-based Private Question and Answer (remote & local): submit an unlimited number of private questions and receive a response from a skilled technical resource.

Technical Mentoring: on-site technical sales support for significant sales opportunities.

Critical Implementation Support: on-site implementation assistance for significant engagements.

Marketing / Selling [3]

A range of 'Go-to-market' tools, including access to Executive Briefing Centres, eligibility for Beacon Awards, Executive Assessment tools and Start Now Solutions Advantage tools.

[1] Member level Business Partners ordering software on CD will be charged a fee to cover production and distribution costs. Electronic software download will be free of charge

[2] Available to Member level Business Partners when one accepted technical certification is obtained

[3] Being developed for the Value Package in 2003

How does it work?

Membership Levels

PartnerWorld for Software is built on an investment model – the more you invest in your relationship with us, the more you receive in return. This investment model is based on three levels of participation: Member, Advanced, and Premier.

What do I do next?

Get Your Fair Share

The benefits offered by PartnerWorld for Software; from sales support – such as fully scripted presentations; to education – including tuition reimbursement; to software – in the shape of thousands of dollars worth of free software – all have one purpose: to help make you more successful.

To qualify for each level, you need to meet requirements in key areas. Depending on the level you wish to achieve, these include: Contribution, Commitment, Competency, and Customer Satisfaction.

The table below lists the membership requirements in greater detail.

Criteria Category	Member Level	Advanced Level	Premier Level
Commitment (Business relationship)	• Current profile • Acceptance of PartnerWorld Agreement • Business Contact name and e-mail address • Annual requalification	*As for Member*	*As for Member*
Competency (Skilled individuals)	Not applicable	3 Skilled Individuals • 2 technical certifications • 1 sales skill/certification	8 Skilled Individuals • 5 technical certifications [4] • 3 sales skills/certifications [4]
Customer Satisfaction [5] (Customer references)	Not applicable	Not applicable	3 customer references
Contribution [5] (Annual revenue attainment – for Resellers only)	Not applicable	$100K (US) of workstation software revenue tracked via Passport Advantage	$150K (US) of workstation software revenue tracked via Passport Advantage

[4] At Premier level, one complementary certification or skill may be counted towards the technical and sales requirements.

[5] The enforcement date for Customer Satisfaction and Contribution criteria has not yet been finalised. Business Partners will be notified prior to enforcement

In short, PartnerWorld for Software has been designed to increase your profitability. To make the most of the opportunity offered by the industry's leading Business Partner programme and to find out more about the benefits IBM Business Partners can access, click on:

'Membership centre' > '2003 Membership basics' from the PartnerWorld for Software Business Partner Zone at:

ibm.com/partnerworld/software/zone

For your notes