



IBM
PartnerWorld for Software
2003 EMEA Addendum

A REFERENCE DOCUMENT OUTLINING
THE 2003 DIFFERENCES IN CRITERIA AND BENEFITS
FROM THE WORLDWIDE TRACK GUIDE
EFFECTIVE JANUARY 1, 2003



Addendum to the PartnerWorld for Software Track Guide EMEA

This document is the EMEA SPECIFIC addendum to the PartnerWorld for Software Track Guide, indicating the EMEA SPECIFIC exceptions to the worldwide program as it is documented in the 2003 PWSW Track Guide.

Track Guide Sections:

Section 1: Overview

Consistent with Worldwide PartnerWorld for Software Track Guide

Section 2: IBM Software Portfolio

Consistent with Worldwide PartnerWorld for Software Track Guide.

Section 3: What's New in 2003

Consistent with Worldwide PartnerWorld for Software Track Guide.

Section 4: Membership Requirements

Consistent with Worldwide PartnerWorld for Software Track Guide.

Section 5: Benefit Offerings Overview

Consistent with Worldwide PartnerWorld for Software Track Guide, except for the following :

Marketing and Sales Support

Marketing Tools

- Campaign Designer - available with Start Now contents. Other contents may be added in the future
- Campaign Designer Marketing Link - available with Start Now contents. Other contents may be added in the future
- Press Release Support - Not available in EMEA

IBM Start Now Solutions for e-business

- IBM Start Now Development, Marketing and Demand Generation Tools - the majority of this benefit is available, and other aspects will be introduced during 2003

Technical Support

- Solution Assurance Assistance - Not available in EMEA

Section 6: Value Package for Software Benefits

Consistent with Worldwide PartnerWorld for Software Track Guide

Section 7: Benefit Descriptions

Consistent with Worldwide PartnerWorld for Software Track Guide except for the following :

Naming and Emblem Usage

- IBM e-business Logo special requirements for Sweden



Information in Track Guide is correct, but special consideration is required for Sweden. IBM Sweden has come to an agreement with the Swedish teleoperator, Europolitan, that changes the red 'e' logo used by

IBM as the trademark for e-business in Sweden. All usage of the red e-business logo will accordingly stop for all material produced for the Swedish market. This agreement applies not only to IBM Sweden but also to other organisations within the IBM Corporation. The agreement also requires IBM to inform customers and Business Partners that are entitled to use the e-business logo in its present design that such authorisation no longer applies in Sweden and that they are to cease all such usage by March 1, 2001. Notifications are now being made. Continued usage of the e-business logo in Sweden in its present design after March 1, 2001 will be made without authorisation from IBM and could expose the user to legal action from Europolitan.

At the same time, IBM introduces a re-designed e-business logo for usage in Sweden. The new design will be used for all material produced in the Swedish language as well as for material in any other language explicitly aimed at the Swedish market. As of January 1, 2001, the new design will be used for all types of advertising (TV, printed publications, Internet, outdoor advertising, promotional material), as well as all types of Swedish marketing material. IBM will be forced to pay penalties to Europolitan for violations of the agreement.

The following marks available to Business Partners are included in the agreement:

IBM Certified for e-business - Business Partner Emblem

IBM Certified for e-business - individual certification identifier

IBM e-business Mark

IBM e-business logo

Section 8: Incentives Initiatives

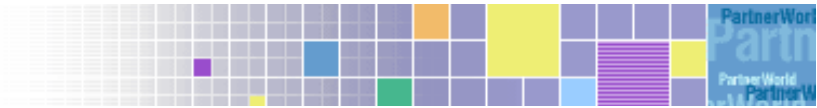
Consistent with Worldwide PartnerWorld for Software Track Guide.

Section 9: Special Programs

Consistent with Worldwide PartnerWorld for Software Track Guide.

Section 10: Glossary of Terms

Consistent with Worldwide PartnerWorld for Software Track Guide.



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