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**IBM North America
DB2 & Business Intelligence
Partner Conference Call
October 11, 2000
4 PM EDT**

1 877 997-9919

Passcode = DataManagement

Hosted by: Glenn Rogers

NA Channels Marketing

DB2 and Business Intelligence





Agenda

- Introduction, and "Key News Bulletins"
- Joint advertising program with IBM
- Partner Membership Services Update
- "A Practical approach to e-business"
Seminar Series
- Question and Answer period





Introduction

- This call is recorded and available via replay for 2 weeks
 - ▶ Dial 1 800 408-3053 passcode 458 534
- Start your browsers, and bookmark URLs provided on the call
- We welcome suggestions for topics you want to hear
- Tell us what you like and don't like about this call and our programs

Forward feedback to Glenn Rogers at grogers@ca.ibm.com





Key News Bulletins !!

- Get Connected" Reception at DB2 and BI Tech Conference
 - ▶ Sunday, October 15, 2000
 - ▶ 8:00 - 9:30pm local time
 - ▶ Las Vegas Hilton Hotel, Las Vegas Nevada
 - ▶ Pavilion 11

 - ▶ To enroll for this technical conference, visit the DB2 and Business Intelligence Technical Conference web page at:

 - ▶ <http://www.ibm.com/services/learning/conf/db2/index.html>





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Key News Bulletins !!

- V7 Migration classes
 - ▶ October 26 New York City
 - ▶ October 30 Dallas
 - ▶ January 2001 Phoenix

- Summary Information for your reference now included behind charts for today's call

- The next call will be held Wednesday November 8
 - ▶ 4 PM Eastern Daylight Time
 - ▶ Call in number 1 877 997 - 9919 Passcode = Data Management
 - ▶ Watch for the agenda e-mail Monday October 30





Olympic Joint Advertising

- Paul Gerst - Guest Speaker
- Leverage the IBM e-business logo and the Olympic rings!!
- Get \$4K in funding from IBM !!
- Go to <http://partnerinfo.software.ibm.com>

Select "Marketing and Sales" then "Co-marketing Programs" then "Joint Advertising"





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PartnerWorld for Software



IBM

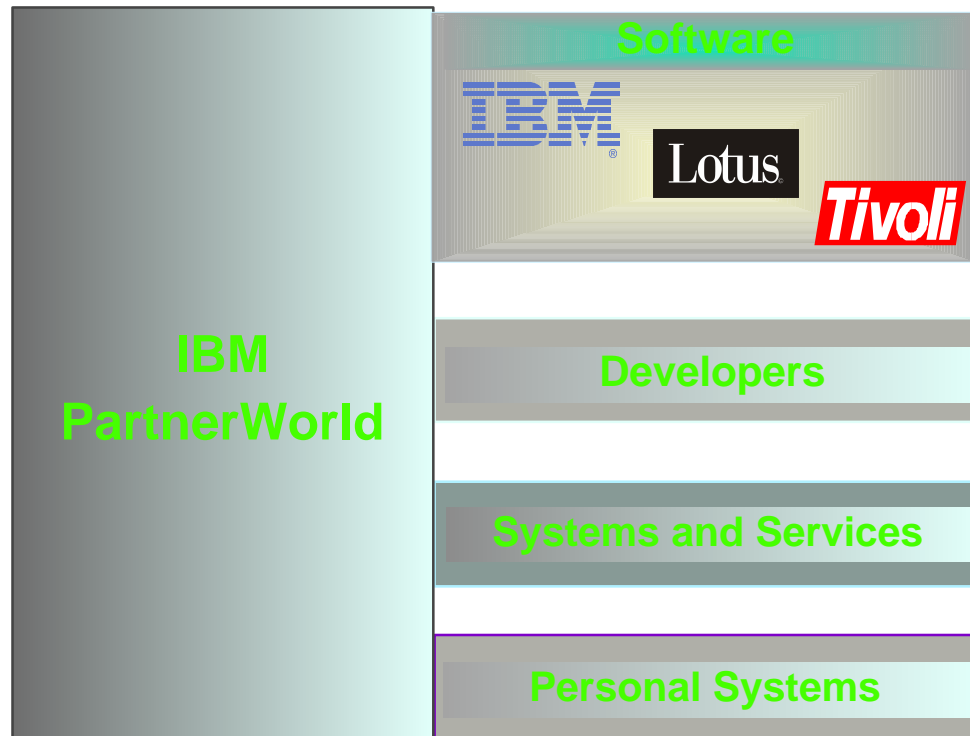


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PartnerWorld and Software

- Combine
- Enhance
- Simplify

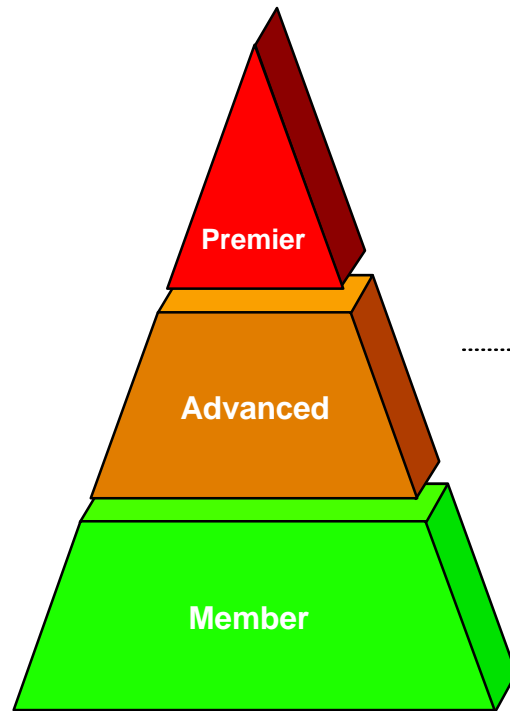
- ✓ **Ease of partnering**
- ✓ **Enhanced benefits**
- ✓ **Enablement of solutions**





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Membership Criteria



Contribution

- Annual Sales/Influence Attainment (\$300K US, \$100K Canada)

Competency

- 3 Technical Certifications
- 1 e-business Sales Certification

Commitment

- Annual Requalification

Customer Satisfaction

- 3 Customer References

Competency

- 1 Technical Certification

Commitment

- Annual Requalification

Commitment

- PartnerWorld Agreement
- Current Profile Information
- e-mail address
- Annual requalification

NOTE - Premier Level Competency

1 -One technical certification can be a Complementary Certification

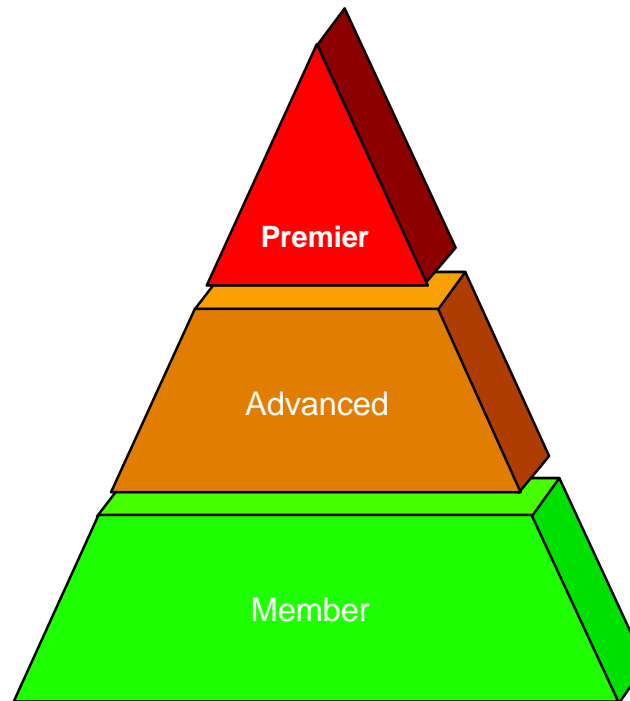


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Packaging of Benefits

Benefit Categories

- ✓ Marketing and Sales Support
- ✓ Education
- ✓ Technical Support
- ✓ Incentives
- ✓ Relationship Management



Free vs. Chargeable

What ?

PartnerWorld for Software is free with a chargeable value-add package

How ?

All Business Partners will receive a base set of benefits at no charge and should purchase the Value Package for incremental and enhanced partnering benefits

IBM



Technical Support Offerings

July 1 - December 31, 2000

	Web-based		Voice			
Support:	Web Application		PartnerLine	Techline	AS, PS & RS Support Line	Application/Solution-Focused Support
Provides:	Internet access to software technical information; Q & A submission capability		In-country, native language telephone assistance for Partner inquiries (ie. Call Center)	Technical Sales Support (Pre-Sales Marketing and Pre-sales Technical Support when selling IBM/Lotus* software solutions <i>Live answer effective 2/1/00</i>)	Basic Usage, Installation and Defect Support(post-sales)	Application/Software Integration Solution/System Design
Addresses:	-Self-help through access to technical knowledgebases - application development assistance - Answers to product usage and "how to" questions		- Single Point of Contact for Partners - Entitlement validation - Call transfers to appropriate support organizations	- Support needs while marketing products and solutions - Product Consulting - Configuration Assistance - New Product Information and Pre-sales Technical Q&A - Initial Solution Design Help - Selected Competitive Information (ex: Sun, HP, Dell, DEC, Compaq, Oracle) - Product Differentiation	- "How to" Install - "How to" Use - Problem Determination and Problem Source Identification (PD/PSI) - Defect Support	Assistant with solutions involving multiple IBM technologies. Provides answers to questions which involve the integration of multiple IBM products(e.g., Websphere, DB2, MQ)
Audience:	Premier Advanced Member (Support is tiered based on the Business Partner membership level.)		Premier Advanced Member	Premier Advanced Member	Customers and BPs	Premier Advanced
Charge:	None) BP must register for ID and Password Fee(Q&A available to member level with Value Package)		None	None	Fee (Incidents included with purchase of a Value Package) 20 incidents - Advanced Unlimited incidents - Premier Entitlement validation	Fee Value Package required.





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Single Value Package

\$1,295. US Dollars

\$1,895. CDN Dollars

Effective 9/1/2000

- We Pay Offerings
- "Run Your Business" Software
- Usage & Installation Support

Effective 1/1/2001

- **We Pay Offerings**
- **"Run Your Business" Software**
- **"Demo & Evaluation" Software (NFR)**
- **Reimbursement for Usage & Installation Support**
- **Technical Sales Support**
- **more to come...**





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Recap of Changes

- One Membership Center - Effective Sept. 1, 2000
- New Database combining IBM & Lotus Business Partner Profiles - Effective November, 2000
- Increased Value Package Enhancements
- Technical Support Enhancements (must purchase Value Package)
- One set of Terms and Conditions
- Requalification required in 2001
- Premier Level = 4 certifications (3 + 1 e-business)





Migration Recap

- Migrate or not?
- Designate Administrator
- Assign Authorized Profile Administrator

Communication Steps

- General e-mailing
- Customized e-mailings
- Web Sites:
 - ▶ www.software.ibm.com/partnerweb/na
 - ▶ www.ibm.com/partnerworld





Migration Steps

- Obtain IBM Registration ID
- Enable / activate your current profile
- Merge profiles
- Migrate profile to PartnerWorld for Software
- Update profile as required





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BACK UP CHARTS





Base Benefits

- **Web-based Self -Help Information & Support**
 - Skills Planning
 - Seminar in a Box Materials
 - Solutions Sales Resource
 - Self-Help Technical Support
 - Entry in Partner Directory
 - Business Value Propositions
 - Membership Support
 - Partner Search via BP Connections
- **25% Education Discount**
- **Local Events**
- **Emblems / Logos**
 - Advanced/Premier level
- **Incentives**
 - IBM and Lotus Sales Assistance Program (ILSAP)
 - Now You Recognition





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Single Value Package

ROI Summary

	VPCost	Value	ROI
Premier	\$1,295. USD	\$ 119,250. USD	92:1
Advanced	\$1,295. USD	\$ 62,500. USD	48:1
Member	\$1,295. USD	\$ 17,400. USD	13:1

US Dollars





We Pay Offerings

- **You Pass / We Pay**
 - Reimburses partners for some or all of their education and exam fees when they achieve an eligible certification.
- **You Test / We Pay**
 - Reimburses partners for the cost of an IBM certification exam upon achievement of the certification.
- **You Attend / We Pay**
 - Reimburses partners for attending classes that focus on business development & more advanced technical content.
- Partners must purchase a **Value Package**.
- Visit: www.ibm.com/software/partnerweb/na
Click -> Education Click -> We Pay





"You Pass / We Pay" Certification Examples

- IBM Certified for e-business Solution Advisor **
- IBM Certified for e-business Solution Designer **
- IBM Certified Solutions Expert - IBM WebSphere Commerce Suite, V4.1 Customization
- IBM Certified Solution Developer - IBM WebSphere Application Server, Standard Ed., V3
- IBM Certified Developer - MQSeries





e-business Firm Certification Objectives

- ▶ Identify and recognize a community of Business Partners who are committed, skilled and experienced in e-business
- ▶ Extend the e-business brand value to and through these firms
 - ▶ Recognition and Promotion
 - ▶ Teaming . . . Business Partner Connections
 - ▶ Marketing Programs



e-business Certifications



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Certified individual's emblem



Certified firm's emblem





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Single Value Package

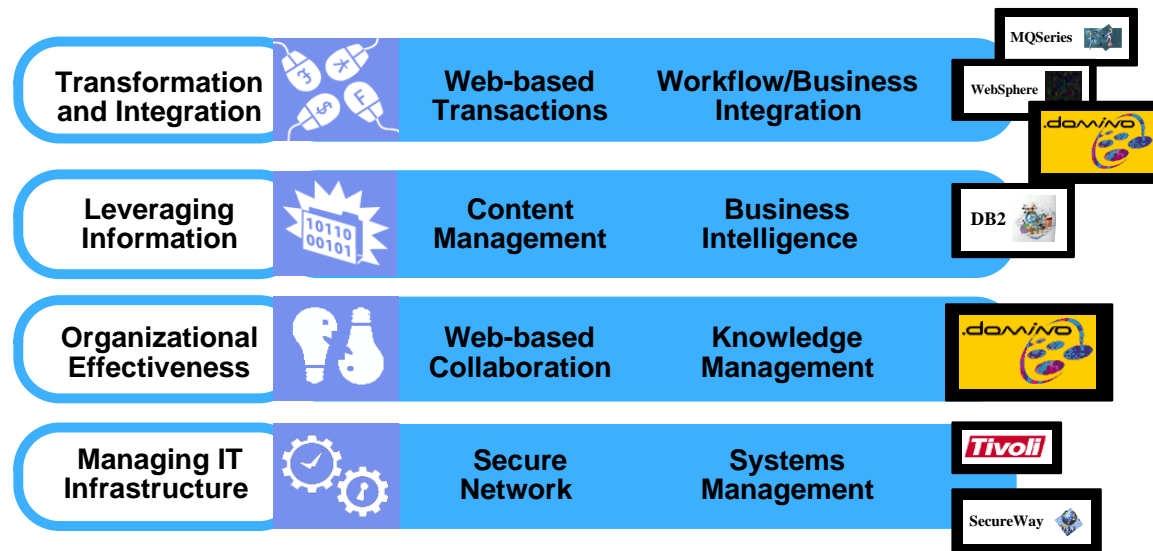
Ordering

Order the Value Package at:
www.bpops.com



THE SOLUTION SALES RESOURCE (SSR)

Web based tool that provides sales tools at each stage of the sales process for entire software product line





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SIGNATURE SELLING METHOD (SSM)

- Common, WW approach to selling IBM products
- Available to both IBM & Business Partner Sales Professionals
- 7-step Framework - one for each step of the decision making process
- Customer focused
- Sales tools for each step of the selling process
- Decreases cycle time
- Increases revenue and win rates





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SIGNATURE SELLING METHOD (SSM)

www.software.ibm.com/partnerweb/na

- click--> Education
- click--> Training Sources
- click--> Sales Education

IBM Business Partner Software Program

Membership Center: 1-800-426-1822

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters.



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Recognition

now *you*

- Software sales including:
 - Passport Advantage
 - Shrink Wrap
 - ILSAP
- Product Knowledge
- Reference Stories
- Number of non-names accounts sold into
- Bonus if Premier or Advanced by December 31, 2000





now you



Next Steps....

- **Unique ID** was e-mailed in June, 2000
- **Register** at www.nowyou.com
- **PA, ILSAP & Shrink Wrap sales** will be added to your statement page
- Answer **Product Knowledge Quizzes** on Web site
- **Submit Reference stories** - on Reference Stories Claims Page on Web
- Each **non-named account** gets bonus points (1 x only)
- **Achieve Advanced or Premier** status by Dec. 31 and receive bonus points





IBM/Lotus Sales Assistance Program

ILSAP

- Register with ILSAP on the web, by phone or fax
- Influence or sell to a customer
- Register each sales opportunity on a Project Form (30 days prior to sale)
- Submit proof of sale / recommendation
 - Customer signs form
- Send completed forms to ILSAP
- Receive Hard or Soft Dollars





So what should Business Partner's do now?

- Buy the VALUE PACKAGE
 - Order through BPOPS
- Update your profile on BPOPS
- Take full advantage of program benefits
- Register for NOW YOU
- Register for ILSAP
- Request e-business Certification Video Tape
- Watch for communications from us on how to migrate
- Migration throughout 4th Quarter





IBM Business Partner Software Program

Membership Center **1- 800- 426-1822**

Program Information:

www.software.ibm.com/partnerweb/na





Additional Backup Information

- The following charts provide additional summary information from previous conference calls for your reference.

Topics include:

- Education roadmaps
- Certification Roadmaps
- Sales Solution Resource
- Co-Marketing Program Summary





Education Update

- Education Roadmap
- Certification Roadmap
- DB2 V7 Migration classes
- Sales Solution Resource on the web !

>>>> Check it out !!





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Education Roadmap

- www.ibm.com/services/learning/roadmaps
 - Select "Business Intelligence and Data Warehousing"
- or
- Select "DB2 Universal DataBase"
 - ▶ Select "Family" or the Operating System



Certification Roadmap

- www.ibm.com/education/certify
- Select "Certification Roadmaps"
- Select "DB2 Universal Data Base"

- Outlines the "Roadmap to Certification"
- Helpful information
 - ▶ Test Objectives
 - ▶ Sample tests
 - ▶ Recommended education and publications





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DB2 V7 Migration Classes

- V7 Migration classes
 - ▶ October 26 New York City
 - ▶ October 30 Dallas
 - ▶ January 2001 Phoenix

 - ▶ Call 1 800 IBM TEACH to register





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Sales Solution Resource (SSR)

The IBM Solution Sales Resource is a website that provides sales tools, presentations, competitive information, and marketing collateral to help sales people and marketers sell IBM software.

Information is presented at each step of the solution selling process, thereby offering sales people the information they need, when they need it to close IBM sales.

Available now on the web at <http://partnerinfo.software.ibm.com>

- > Select the geography, such as Canada or United States
- > then under Marketing and Sales, Select SSR

Partners will need their user ID and Password to access this site.





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DB2 V7 Electronic Launch Kit

- ▶ Including . . .
 - ▶ Trial code
 - ▶ Advertising plans
 - ▶ Marketing Collateral
 - ▶ Value proposition
 - ▶ White papers
 - ▶ Colour brochures - HTML / PDF format
 - ▶ Consultant reports
 - ▶ Articles, online support
 - ▶ Technical Support
 - ▶ Webinars and conferences

- Available from the Data/Channels web site
www.ibm.com/software/data/channels





Co-Marketing Program

**Flexibility to expand mindshare and marketshare for Data products
Developed in response to feedback by Data Partner Advisory Board**

**Allows Business Partner to maximize impact with marketing tactics
Reimburses Partners for half the cost of activity - up to \$4,000
Tactics to be approved by geography Channel Marketing Manager**

Choices Include:

- ✓ **Joint Advertising**
- ✓ **Tradeshaw Assistance**
- ✓ **Telemarketing**
- ✓ **Partner's Own Proposals**
- ✓ **TestDrives**
- ✓ **Technical Mentoring**





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Joint Advertising

Provides Partners with the resources to develop and execute Print Advertising Reimbursement of half the cost, up to \$4,000, for approved ad placements

Includes Resources on Web:

- ▶ **IBM advertising templates for customization with Partner messages**
- ▶ **Schedule of planned IBM print advertising**
- ▶ **Sample customization text**
- ▶ **Advertising rules and restrictions**

To Enroll, Partners Submit Information on:

- ▶ **Proposed publication and circulation**
- ▶ **Solution to be advertised**
- ▶ **Call to action**

Follow-up Reporting Required:

- ▶ **Number of leads generated**
- ▶ **Follow-up activity conducted**
- ▶ **Image of ad run**





Tradeshaw Assistance

**Helps Business Partners represent IBM/Partner Solutions at tradeshaws
Reimbursement of half the cost, up to \$4,000, for approved show participation**

Web-content:

- ▶ **Schedule of IBM sponsored tradeshaws**
- ▶ **Schedule of other tradeshaws to be considered for Partner reimbursement (non-exhaustive)**
- ▶ **Brand collateral available for order**

To Enroll, Partners Submit:

- ▶ **Estimate of show size and lead potential**
- ▶ **Description of show attendee demographics**
- ▶ **Description of solution to be featured**

Follow-up Reporting Required:

- ▶ **Number of leads generated**
- ▶ **Recap of show activity**





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Telemarketing

Provides Partners with the infrastructure and resources to conduct telemarketing lead generation

Reimbursement of half the cost, up to \$4,000, of approved telemarketing activity

Website:

- ▶ **Suggested telemarketing script**
- ▶ **Schedule of costs**

To Enroll, Partners Submit:

- ▶ **Estimate of leads/revenue to be generated**
- ▶ **Description of target audience**
- ▶ **List of IBM products involved**
- ▶ **Description of call-to-action**
- ▶ **Other elements of marketing plan as appropriate**

Follow-up Reporting Required:

- ▶ **Leads/revenue generated**





Partner's Own Proposal

**Allows Partners flexibility in lead-generation co-marketing
Reimbursement of half the cost, up to \$4,000, of approved activity**

**Approvals based on expected project ROI - decisions made by geography
Channel Marketing Manager**

To Enroll, Partners Submit:

- ▶ Detailed plan
- ▶ Estimated revenue/leads to be generated
- ▶ List of IBM products to be involved

Follow-up Reporting Required:

- ▶ Leads or revenue generated
- ▶ One page report of project status and feedback





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Leveraging Information TestDrive

Reduce customer risk and speed up the sale.

Let your prospects take a Test Drive before they buy.

This program reimburses qualified IBM Business Partners with US\$1500 for proof-of-concept services using the customers own data that you provide.





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Technical Mentoring

Get Partners started fast - shorten skills 'ramp-up' time

Bridges the gap between technical education and implementation

Lends Partners credibility on first engagement through direct IBM representation





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Co-Marketing Program

Details available now at the IBM PartnerInfo web page . . .

The URL for Partners is <http://partnerinfo.software.ibm.com>

select the geography, such as Canada or United States,

then under Marketing and Sales, Select Co Marketing Programs

Partners will need their user ID and Password to access this site

Call 1 800 426 - 1822 for assistance





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Data Management Channels Co-Marketing Programs Summary

The IBM logo, consisting of the letters 'IBM' in a bold, white, sans-serif font, set against a dark blue background.

IBM



Overview

The following charts are intended to provide an overview of the marketing programs available to IBM Qualified Business Partners.

These programs enable partners with the appropriate skills, and assist with their marketing efforts to be successful selling and implementing IBM's Data Management solutions.

The details provided in the coloured boxes direct partners to where they can obtain program information and learn how to engage in the program.

Please forward comments and suggestions to Glenn Rogers at grogers@ca.ibm.com

For a single entry point to Data Management Channels Information and all DM Channels Marketing Programs, go to <http://www.ibm.com/software/data/channels>



2000 Marketing Programs - Ready and Available



Enablement Programs	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Education Roadmap	www.ibm.com/services/learning/roadmaps											
Certification Roadmap	www.ibm.com/education/certify											
"We Pay" Offerings	www.ibm.com/software/partnerweb/na Select Education, We Pay Offerings											
DB2 V7 Migration Classes							1 800 IBM TEACH					
Solution Sales Resource							http://partnerinfo.software.ibm.com Select Country, then IBM Solution Sales Resource					
Data Management Channels Web Site	www.ibm.com/software/data/channels											

2000 Marketing Programs - Ready and Available



Enablement Programs	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<p>DB2 V7 Electronic Launch Kit</p>	<div style="border: 1px solid cyan; padding: 20px; text-align: center;"> <p>www.ibm.com/software/data/channels On the right side under Headlines: Select Now Available: DB2 V7!</p> <p>Includes . . .</p> <ul style="list-style-type: none"> Trial code Advertising plans Marketing Collateral Value proposition White papers Colour brochures - HTML / PDF format Consultant reports Articles, online support Technical Support Webinars and conferences </div>											

2000 Marketing Programs - Ready and Available



Marketing Programs	Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec
Co-Marketing Programs	<p style="text-align: center;"> http://partnerinfo.software.ibm.com Select Geography, then Co-Marketing Programs </p> <p style="text-align: center;"> Joint Advertising Tradeshow Assistance Telemarketing Partner's Own Proposals TestDrives Technical Mentoring </p>
BI solutions demo	<p style="text-align: center;"> www.ibm.com/software/data/channels Select Marketing Programs </p>
StartNow BI Offering	<p style="text-align: center;"> www.ibm.com/partnerworld/startnow Select North America </p>
NA Partner Conference Call	<p style="text-align: center;"> 2nd Wednesday Monthly 4PM Eastern 1 - 877 - 997 - 9919 Passcode = Data Management </p>



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Where to get more information ?

- General and Targeted E-Mails
 - ▶ General - 2nd and 4th Mondays
 - ▶ Targeted - Mondays

- Web Access > <http://www.ibm.com/software/data/channels>
Access to all Data Management partner related information

- Monthly Conference Call for NA DB2 and BI Business Partners
 - 2nd Wednesday of the month at 4 PM EDT
 - 1 hour in duration, including 30 minutes for live Q & A
 - Agenda and call details available at www.ibm.com/software/partnerweb/na
 - Select Education, Seminars/Teleconferences
 - Select IBM DB2 and Business Intelligence Business Partner Monthly Teleconference

