

Quick Reference Guide for Business Partners

PartnerWorld for Software Business Partners Programs



Getting Started with PartnerWorld for Software (PWSW):

1. Enrollment through the PWSW public Web site ibm.com/partnerworld/software . PWSW Private Web site ibm.com/partnerworld/software/zone
2. An IBM registration ID is created. This allows the access of the PWSW Private site: Business Partner Zone (BPZ) and access most of the benefits.
3. In the BPZ you will find all program related information and it is also a link to other sites of Business Partner (BP) interest.
4. All BPs recommended to buy the Value Package 2002 (VP) at a cost of US\$2000. Entitlement runs from date of purchase to December, 31, 2002. It can be purchased via the BPZ > Membership Center > Value Package for Software

2002 Membership Criteria:

Criteria Category	Member	Advanced	Premier
IBM Sponsorship	Not applicable	- Sponsorship by IBM Sales Management	- Same as Advanced level
Commitment- Business Relationship	- Current profile - PW Agreement - E-mail address - Annual requalification	- Approved business and marketing plan - Monthly forecasts & quarterly review	- Same as as Advanced level
Contribution -- Annual Revenue Attainment	Not applicable	\$300K (USD) of Clusters + SMB revenue or \$100K (USD) of SMB revenue	\$450 (USD) of Cluster + SMB revenue or \$150K (USD) of SMB revenue
Competency -- Skilled Individuals	Not applicable	- 3 Skilled Individuals - 2 technical certifications - 1 sales skill/certification	- 8 Skilled Individuals Resellers: - 5 technical certifications 2 Power Brands- (1 Complementary cert will be accepted) - 3 sales skills/certifications Influencers: - 6 tech certifications - 2 Power Brands- (1 Complementary cert will be accepted) - 2 Sales skills/certifications
Competency -- Demo Capability	Not applicable	- Capability to demonstrate at least one Power Brand	- Same as Advanced level
Customer Satisfaction - References Customer References	Not applicable	- 3 Customer References	- 5 Customer

PWSW Benefits	Benefits	Levels	VP Required?
Relationship Mgmt	PWSW private Web site / Welcome Kits/Comm Online Profile Management PWSW Membership Center Hotline Communications /Newsletters PartnerWorld Event / Beacon Awards	All All All All Adv/Prem	
Mkt & Sales Support	Web SSM Tools, SW Partner Info (i.e. SSR) Mkt Campaigns / BP Events / Leads Web Business Partner Directory & BP Emblem Demo & RYB SW (on CDs or Web downloads)	All All All Adv/Prem	Y
Education	Discounted Education (up to 25%) Reimbursement (max/yr, per level)	All 3K, 9K, 50K	Y
Technical Support	Web self help support Web Q&A forums Web Private Q&A Phone Pre-Sales Support (Tech line) Solution Integration and Implementation Support Technical Sales Mentoring Critical Implementation Support	All Adv/Prem Prem All Adv/Prem Adv/Prem Premier	Y Y Y Y Y Y
Incentives	Top Contributor Initiative	Adv/Prem	

For more information on PartnerWorld for Software , log on to ibm.com/partnerworld/software/zone or contact our Membership Center by calling the local Partner line or by sending an e-mail to pwswmch@br.ibm.com

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Useful Web site links (navigation through PWSW web site left hand site): ibm.com/partnerworld/software

- Education Road maps/Certifications
- Value Package information/purchase
- Software Delivery (on CD or download)
- We Pay Reimbursement Claim Forms
- Solution Sales Resource (SSR)/ SW Sales & Mktng Information
- Update Business Partner profile
- Glossary of PWSW terminology used

- PWSW>BPZ>Education & Certifications>Skills & Certifications
- PWSW>BPZ>Membership center>Value Package for Software
- PWSW>BPZ>Software>Software Downloads and CDs (you won't see the link for the SW Catalogue unless the VP is purchased)
- PWSW>BPZ>Education>We Pay Offerings
- PWSW>BPZ>Marketing and Sales>Marketing Tools
- PWSW>BPZ>Membership center>Profile Administration>Update your BP Profile
- PWSW>Membership center>Glossary of terminology used



Business Partner Communications

- Business Partner Zone log on to ibm.com/partnerworld/software/zone for the latest news and program information
- PWSW Monthly Newsletter with General information , WebSphere, Data, Lotus & Tivoli sections
- PWSW Urgent Flashes
- PWSW Events in most countries .

INCENTIVES

Top Contributor Initiative (PWSW>BPZ>Membership Center>Top Contributor Initiative) ibm.com/partnerworld/software

- Applicable to SW Resellers and Influencers with Advanced/Premier levels only.
- SMB Passport Advantage revenue minimum quota: 100K for Resellers , 150K for Influencers (does not include government accounts).
- For Influencers , certification needed for each family of products to be paid.
- Business Plan Approved by IBM (including a Sales , Marketing and Skill development Plan).
- After TCI enrollment & approval, the Business Partner can apply to the following incentives on top of their margins.

Market Growth Fee

Exhibit needs to be signed

Reseller	Influencers
6%	4%
12%	8%
18%	12%

for revenue below 100% of target
for revenue between 100% and 150% of target
for revenue above 150% of target

Co-marketing

5% of the revenue quota for Resellers
3% of the revenue quota for Influencers

now you

Contests for Resellers Business Partner and BP Sales Reps (China trip, prize catalogue) . BP is rewarded with points by 1.- Selling through Passport Advantage into Midmarket accounts & By non sales-specific activities: On-line Product Knowledge quizzes, Advancement in Certification, etc.

Distributors:

	Rebate	Achievement
Performance Rebate Program	2% 1.5%	100%+ of Total PPA Quota or 0-99% +8% Additional Tivoli PPA Cluster
Market Growth Rebate Program	14% 10%	100%+ of SMB PPA Quota (10% instant rebate) or 0-99% (instant rebate)
Value Rebate Program	14% 8%	Base. Paid only in qualifying software revenue - Infrastructure - In-house certifications (PWSW Advanced level) - Reseller Certifications - e-business firm certifications - Approved distributor business plan Adder 1A - Dedicated Business Developer Mgr. in place - Approved Reseller Business Plan
Total Rebate Potential	38%	On top of their margins in SMB +8% Additional Tivoli PPA Cluster

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