

IBM Service Providers for e-business Initiative

Capitalizing on revenue opportunities, providing complete e-business solutions, and improving the bottom line are important elements of getting to market quickly. The IBM Service Providers for e-business initiative is designed to help you do just that!

The initiative is part of IBM PartnerWorld, a unified, tiered program that helps Business Partners do business with IBM.

The maturing e-business life cycle is creating new opportunities and challenges for Service Providers for e-business - let IBM hardware, software and services extend your customer offerings.

The Initiative

The IBM Service Providers for e-business initiative is a three-tiered program for Internet Service Providers (ISPs), Application Service Providers (ASPs), Hosting Providers, independent software vendors (ISVs), and integrators. Business Partners can participate in an integrated portfolio of offerings, marketing and enablement programs created to deliver business benefits to service providers. Our goal is to make IBM Business Partners the most successful in the industry by helping them improve the profitability of their business.



Service Providers for e-business facilitates Business Partner linkages with IBM and its 45,000 Business Partners to help Service Providers take advantage of the surging demand for critical business applications that can be reliably delivered on a rental or subscription basis over networks.

The Business Proposition

Service Providers for e-business can take advantage of the following IBM offerings. These offerings can help to ensure quick implementation of solutions for your own shop or your customers, simplify software conversion, and facilitate financing for start up customers.

- QuickLaunch for e-business - a comprehensive offering of proven e-business hardware, software, services and financing; a fast method for startup Net Generation businesses to get to market quickly and to differentiate themselves from the competition.
- Hosting Advantage - a marketing offering that recognizes and promotes hosting service providers. The qualifying process (fee-based) includes a consulting services review for building state-of-the-art hosting environments. Qualified Business Partners will receive promotional opportunities, development funds, linkage with IBM sales teams, and potential leads.
- ASP Prime Support for Developers - an innovative support initiative to give solution developers, including independent software vendors (ISVs), a head start in the race to the emerging Web-hosted service provider market in which applications are leased over the Web.
 - Incubator Series - IBM's Global Net Generation Business is committed to helping startup companies get to market quickly, achieve consistent growth and realize sustainable profits.
- Business Partner Connections - Web based database provides links to IBM's resellers and distributors around the world.
- The initiative is part of IBM PartnerWorld for Software and benefits from that program are available to initiative partners.
- NetGeneration Web Site - Resources and Products for Internet business - www.ibm.com/netgeneration
- IBM e server
 - Intel Based xSeries Servers - affordable Linux-ready, servers with mainframe-inspired reliability technology.
 - UNIX Servers pSeries - The fastest most technologically advanced UNIX servers including the p680 the fastest UNIX server the world has ever seen.
 - Integrated mid-market business servers iSeries -Fast implementation, high performance and low maintenance for ready to run business solutions.
 - Enterprise zSeries Servers - the most reliable mission-critical data transaction servers on earth.
- Lotus ASP Solution Pack - a hosted applications offering that provides a Lotus Domino and IBM WebSphere powered platform, and a ready-to-rent solution set directly targeted at the needs of ASPs and their Small and Medium Business (SMB) customers.
- IBM Global Financing - addresses unique financing needs of service providers with a 30-month rent-to-own program and other financing options.
- WebSphere Commerce Suites, Service Provider Edition - provides key, integrated features to support ISP e-commerce solutions.
- Storage Solutions - IBM offers a full range of products and integrated storage solutions that can stand up to the challenge of e-business applications.

Making e-business a reality

Service Provider Benefits

As the leader in e-business, IBM can provide you with end-to-end assistance in providing complete e-business solutions through benefits that are available to each initiative level, growing as you move upward to Premier level.

Qualified *Advanced* and *Premier* Business Partners can use the IBM Business Partner emblem and the e-business Mark to demonstrate to customers their expertise and competency. These world recognized emblems demonstrate proven symbols of quality on the Web.

Additional benefits include education discounts (25%- 100%) on selected IBM classes and entry into the Business Partner Directory. With the purchase of a Value Package, a Business Partner can access Demo and Evaluation and Run-your-Business Software, technical support and reimbursement for selected classes and certifications. The cost of the Value Package is reimbursed for Premier Service Providers for e-business.

Take advantage of the information in the Differentiated Services White Papers, Differentiated Services Workbook for Advanced, and the comprehensive Joint Marketing Planning Session for Premier Business Partners as well as Premier Market Development Funds.

Value Package Benefits

This special package of incremental benefits is available for a fee for all Service Provider partners. Fee is reimbursed for Premier Level Business Partners.

EDUCATION

- Build advanced IBM product skills through selected education and certifications; tuition and testing fees are partially or entirely reimbursed.
- Attend selected technical classes and receive full reimbursement.
- Help your sales staff focus on customers' key business issues by attending informative workshops. Further develop your executive and leadership skills at the Business Partner Executive Institute.

TECHNICAL SUPPORT

Obtain technical support via Solution Focused Voice Support and get software license support through a Web-based support tool.

SOFTWARE LICENSES

The Value Package also offers a variety of robust IBM and Lotus software applications to help efficiently manage your business, including productivity and Internet access tools: IBM Suites for Windows, WebSphere Commerce Suite; and award-winning software such as IBM WebSphere Family, IBM SecureWay, Mobile Computing products, Lotus Notes and Lotus SmartSuite.

The Initiative Requirements

PREMIER

- 3 Professional Certifications or 2 certifications and the e-business Mark
- 3 Customer References: 1 with 2 of 3 attributes - IBM hardware, IBM software and/or services
- Business Plan and \$1M Revenue Commitment
- Commercially Available Service via Net

ADVANCED

- 1 Professional Certification
- 1 Customer Reference with 1 of 3 attributes - IBM hardware, IBM or Lotus software or services
- Commercially Available Service via Net

MEMBER

- Commercially Available Service via Net

The value of Professional Certifications has been recognized and the initiative accepts a wide variety of selected hardware, software and e-business certifications for Advanced and Premier levels.

How Do I Join?

It's easy. Just visit the Web site at:

www.ibm.com/partnerworld/spe

"Join the initiative" - be sure to select Application for PartnerWorld Software and All Initiatives.

If you have questions about the initiative, contact the Membership Centre at 800-426-1822. They will be happy to help!

The Service Provider for e-business initiative is part of **IBM PartnerWorld for Software**. PartnerWorld is a marketing and support program that spans the breadth of IBM's unmatched portfolio of product, service, financial, and technology offerings for Business Partners. In addition to Service Providers, developers, hardware value-added resellers, and software resellers and influencers are all supported by IBM PartnerWorld.
www.ibm.com/partnerworld

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