



IBM Passport Advantage and Passport Advantage Express

Software acquisition and maintenance offerings for organizations of all sizes

Passport Advantage and Passport Advantage Express

IBM Passport Advantage® and Passport Advantage Express are simple, comprehensive offerings that provide software licenses and Software Maintenance (Product Upgrades and Technical Support) that can be obtained using a common set of processes and tools.

Both solutions will help you increase revenue and close more sales faster. With Passport Advantage and Passport Advantage Express, your customers can get the most from their IBM software while you increase the profit potential of your sales.

Common features of Passport Advantage and Passport Advantage Express

- They share the same product list, including most commercially available IBM-distributed software for workstations and servers—IBM WebSphere®, Lotus®, Tivoli®, Rational® and DB2® Information Management.
- They can both be leveraged across multiple operating systems—IBM, Microsoft®, Sun Solaris, HP-UX, Linux® and more.
- They include the same product options.
- Software Maintenance features are identical—including a support Web site at ibm.com/software/support
- They both provide secure access to Passport Advantage Online, a Web tool that makes your customers' software license account information readily available—plus Software Maintenance renewals, software downloads and other useful features. Your customers can learn about new versions available for their installed software, and they can forward Software Maintenance renewals and new license opportunities to you for quotes.

How your customers benefit

- **Passport Advantage—they get volume licensing with more opportunities for better prices.** Passport Advantage provides better prices for your customers' volume purchases over time based on their Relationship Suggested Volume Price (RSVP) Level. Your customers' pricing improves based on the size of individual transactions—including purchases of products from other select vendors. Passport Advantage also provides renewable Software Maintenance with each new license, which includes both Product Upgrades and Technical Support.
- **Passport Advantage Express—they get most of the features of Passport Advantage with the simplicity of transaction-based acquisition.** Passport Advantage Express features a single price level—there are no points and no aggregating. Renewals take place on a per-transaction basis, rather than all being synchronized to a single anniversary date. Software Maintenance is identical to that of Passport Advantage.

How you benefit

- When your customers purchase new software, you have the opportunity to provide additional applications and services. You can create revenue and add value while your customers increase their productivity and competitiveness.
- You can go to market with IBM more quickly and effectively—and drive more demand for your own solutions, which include IBM software, hardware and services.
- Each software purchase that your customers make helps you maximize your incentive achievements with IBM.
- Customers can send orders, including renewals, to you directly from the Web.

How Passport Advantage works

- *It addresses the needs of large enterprises that may have multiple sites.*
- *Customers must fill out the Enrollment form and submit it to you. (You may not complete an enrollment on behalf of your customers).*
- *New enrollments require a significant initial purchase.*
- *Your customers receive an RSVP Level based on their initial acquisition of licenses and Software Maintenance.*
- *Future transactions will be based on the RSVP or size of the transaction—whichever results in the better price for your customer.*
- *Their RSVP is recalculated after every transaction and may result in better pricing for subsequent transactions.*
- *If customers have additional locations or sites within their enterprises—anywhere in the world—those sites are enrolled under the same agreement. Your customers can leverage the organization’s combined acquisition power across all sites.*
- *Customers get Software Maintenance with each Passport Advantage license they purchase. And, prorated renewal pricing is available to synchronize Software Maintenance coverage to a single anniversary date for ease of renewal.*

How Passport Advantage Express works

This offering is designed for single-site, medium-business enterprises. It’s a new offering that combines the full Passport Advantage product list with the simplicity of transaction-based acquisition. Passport Advantage Express does not require a relationship agreement—each transaction is subject to the terms and conditions in place at the time. Also, license acquisitions will include Software Maintenance coverage. That’s all there is to it—simple, straightforward, easy.

Software Maintenance

Whether your customers acquire software through Passport Advantage or Passport Advantage Express, their businesses get Software Maintenance, which includes both Product Upgrades and Technical Support.

In challenging economic times, your customers can leverage their investments in IBM software with Software Maintenance—and lower their cost of ownership for IBM software products. Software Maintenance helps minimize their operating expenses.

How you and your customers benefit

- *Upgrades to the latest IBM software innovations. It’s the most cost-effective way to ensure businesses have access to the benefits of the most-current releases of IBM software—and their users can maintain the highest levels of productivity.*
- *Add-on applications and services. When your customers upgrade, you have the opportunity to provide additional applications and services. You create revenue while your customers increase their productivity and competitiveness.*
- *World-class software support. Software Maintenance provides easy access to responsive, cross-platform software and technical support 24x7 and around the world. We provide prompt responses to questions by offering the convenience of IBM call-in numbers throughout the calling areas in which your customers conduct business. Also, you or your customers can access the Support Web site to create new, read about and escalate support issues.*
- *Your customers get a personalized, secure Web tool. Passport Advantage Online helps your customers manage their installed base of IBM software. They can manage their account information, leverage various reporting features, renew Software Maintenance, download software and learn about new versions available for their installed software. Also, they can forward renewal quotes and licensing opportunities to you for quotes.*

How it works

- Coverage starts on the day of acquisition.
- Passport Advantage licenses have prorated renewals available for synchronization purposes (see explanation under How Passport Advantage works).

Product Upgrades mean your customers are always up-to-date

At a glance, Product Upgrades:

- Lowers your customers' cost of acquiring new versions and releases
- Provides access to the latest IBM software innovations
- Provides complete upgrade and cross-platform migration coverage
- Makes upgrading optional—never a requirement
- Protects their on demand business investments

Product Upgrades are easy on your customers' budgets. As new versions of IBM software are released, they come under the umbrella of the existing Software Maintenance. Your customers don't have to budget for new software releases because the new releases are included in the original agreement. This makes it simple for businesses to purchase and administer in one planning and budgeting cycle as part of an overall software acquisition strategy.

Technical support means your customers are always up and running

With technical support, your customers get:

- 24x7 access to a variety of IBM technical resources in "Severity 1" situations. Your customers determine whether or not the problem is critical to their business and if they want it to be classified as a "Severity 1".
- Access to usage- and code-related voice support.

- No limits on the number of designated IT staff that can contact technical support for help.
- Access to the IBM Software Support Web site at **ibm.com/software/support**
- Enhanced self-help, navigation and advanced search capabilities for technical support (24x7).
- Worldwide electronic problem submission for IBM distributed software (Electronic Service Request [ESR] tool).
- IBM Software Support Guide, which provides detailed information on all IBM software support including technical support processes and a worldwide list of support center phone numbers.

Helping your customers manage their installed base of IBM software

Each Passport Advantage and Passport Advantage Express customer gets two secure Web tools:

- Passport Advantage Online
- Electronic Service Request (ESR) tool

These tools put account information, Software Maintenance renewals and instant access to software downloads at their fingertips—as well as access to submit and track electronic incidents.

Services available on Passport Advantage Online **ibm.com/software/passportadvantage (choose **Passport Advantage Online** tab and then **For customers**)**

To assist your customers in managing their accounts and installed bases of IBM software, Passport Advantage and Passport Advantage Express customers with active Software Maintenance can access Passport Advantage Online to put their account information and Software Maintenance renewals at their fingertips, as well as providing them instant access to software downloads.

- *Software Download*—lets customers download and install new releases or upgrades on products with active Software Maintenance upon commercial availability.
- *Software Maintenance Renewal*—details coverage that is due for renewal and allows the customer to purchase through you.
- *Popular Offerings catalog*—allows the purchase of top-selling IBM software products from a broad catalog, and the orders can be forwarded to you.
- *E-notifications*—are e-mails sent by IBM to inform customers with active Software Maintenance that product upgrades are available for download or to request CDs from Passport Advantage Online.
- *Contact update*—lets customers maintain current contact information so they can receive the most up-to-date information from IBM as soon as possible.
- *Proof of Entitlement (POE)*—confirms the products, quantities and services that your customers have ordered and are eligible to install.
- *Reporting*—provides quick and easy access to Passport Advantage reports about downloaded software, media order history, entitled software, and purchase history.

To access Passport Advantage Online, customers must:

- *Have an IBM registration user ID and password. If they do not have one, they can register from Passport Advantage Online.*
- *The Primary Contact for their organization must be the first to register and is required to grant access to other users. This allows an unlimited number of users to use their own user IDs and passwords to access Passport Advantage Online.*

eCustomer Care

ibm.com/software/howtobuy/passportadvantage/paocustomer/docs/en_US/ecare.html

For registration questions, navigation assistance and general questions on Passport Advantage Online, click the link above to contact the eCustomer Care Team.

Services available on the Support Web site

ibm.com/software/support

To assist customers in managing their installed base of IBM software, each Passport Advantage and Passport Advantage Express customer with active Software Maintenance can access the Support Web site to obtain product and technical information and to electronically report problems on the products being installed or used.

Services available on the Support Web site:

- *Fixes and fix packs*—download interim fixes and fix packs
- *Documentation*—search for technotes, authorized program analysis reports (APARs) and other product and technical information to help answer technical questions

- *E-mail updates—receive weekly e-mail updates for flashes and fixes that can be enabled through the My Support function*
- *Electronic Service Request (ESR) tool—submit and track Problem Management Records (PMRs) electronically using ESR. This tool allows the customer to:*
 - *Open and update PMRs*
 - *Run, view and download PMR reports in a spreadsheet*
 - *Receive e-mail notifications when their PMR is updated*
 - *Manage Authorized Caller lists for ESR if they are a Site Technical Contact (STC).*

To access the ESR tool and entitled content on the Support Web site, you must:

- *Have an IBM registration user ID and password. If you do not have one, you can register from the Support Web site.*
- *Be listed as an Authorized Caller under your contract number. Contact your STC to add you. (ESR only)*

Note: There are two distinct access lists relative to Passport Advantage Online and the ESR tool. To access the ESR tool from the Support Web site or from any specific product support site, click **Submit and track problem** links.

ESR Help Desk

ibm.com/software/support/help-contactus.html

For registration, access and general questions on the ESR tool, click the link above to contact the ESR Help Desk.

Issue	Passport Advantage and Passport Advantage Express
What are the benefits for me? How do I profit from promoting these offerings to my customers?	You'll increase your revenue by closing more sales faster. When your customers purchase new software or upgrade to the latest IBM software innovations, you'll have the opportunity to provide additional applications and services. Each purchase helps you maximize your incentive achievements with IBM. And, you'll have access to IBM Technical Support from your customers' personalized Web sites.
Your customers need solutions that are flexible, with a lot of options.	That's what these solutions are all about—flexibility and a lot of options. Your customers can choose application solutions from most commercially available IBM-distributed software for workstations and servers that run on most operating systems. They can acquire software through an offering that is relationship-based (Passport Advantage) or one that is transaction-based (Passport Advantage Express), and still enjoy the benefits of Software Maintenance.
Do purchases from other software vendors allow customers to get better prices?	Passport Advantage—Yes. Purchases from other select software vendors may be used to improve your customers' RSVPs. Passport Advantage Express—No. Passport Advantage Express is transaction-based.
Is the offering designed so that my customers purchase both product upgrades and technical support?	Yes. Passport Advantage and Passport Advantage Express package these together as Software Maintenance, which includes both Technical Support and Product Upgrades. It's a complete solution. Your customers are always covered with Technical Support for critical situations—even when they are upgrading to new versions covered by product upgrades.
What is the bottom-line value of the offering?	With Passport Advantage and Passport Advantage Express, customers get an increased return on their IBM investment, world-class solutions designed to lower their cost of doing business, their own personal Web tool, and free access to the latest IBM software innovations and Technical Support through Software Maintenance—a complete solution.



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