

Partnering for Success

IBM Software Group



Software Value Incentive (SVI) Value Advantage Plus (VAP) and Value Advantage Plus for Public (VAP G)

(Istanbul, December 6th, 2012)

Libusa Strelcova – SVI & VAP Program Leader, C&EE



VAP, VAP Govt and SVI

Rewarding IBM Business Partners for value creation, identifying and selling opportunities.



Leveraging IBM software technology everyday and realize significant revenue and profit growth.



WHAT IS NEW

SVI and VAP Exceptions reduction

👍 Simplified 'SVI Doubled Incentive' process

- The additional documentation required only after an opportunity closure

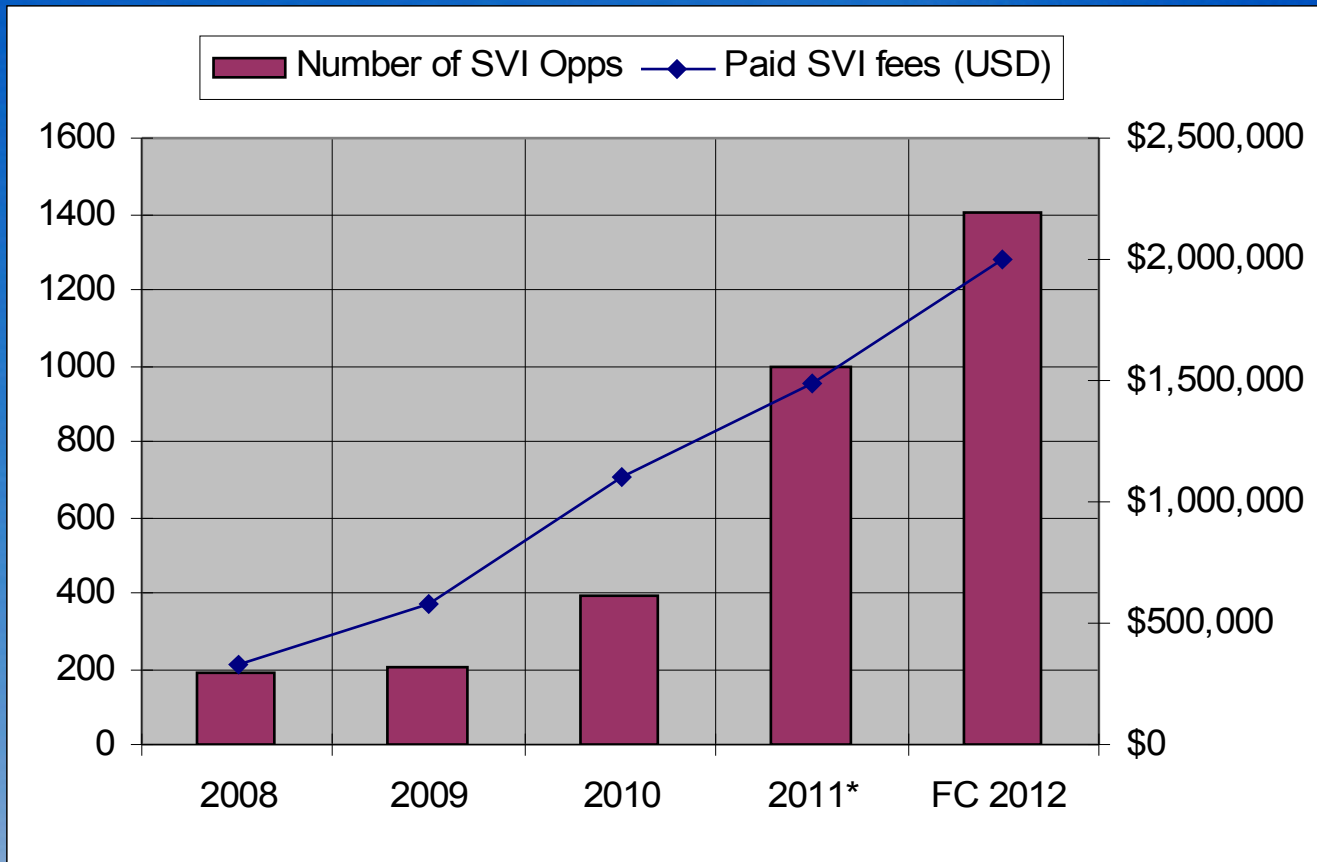
👍 Simplified SVI Sales Documentation evaluation

👍 Sales Documentation sampling (ALL transactions included !!!)

- sales docs NOT required while an SVI payment submission
- Business partner is asked by an **EMEA SVI Payment Team** to provide a necessary sales evidence
- SVI sales docs criteria remain unchanged
- Sales docs waiver (no docs below 90K EUR) NOT valid anymore



SVI in CEE



SVI and VAP in TURKEY

SVI	2010	2011	2012*
Number of GPP opps	68	272	290
Sum of PAID Reve (USD)	289,400	487,500	262,900
SVI	1H 2011	1H 2012	
Number of GPP opps	97	234	
Sum of Forecasted Reve (USD)	8,202,211	13,225,511	
Number of Active Partners	22		
VAP (VAP G)	2010	2011	2012*
USD Sell In Amt	251,380	167,095	142,448.
VAP Rebate Amt USD	-59,187	-38,199	-33,514.
Number of Active Partners	3		
List of approved VAP / VAP G Solutions	14		
* data to 15.9.2012			

SVI, VAP or both?

Software Value Incentive

- ✓ **NOT** for Government, YES for ELA
- ✓ For Identifying and Influencing, not Fulfillment (!)
- ✓ Fees paid directly to a BP
- ✓ Up to 20 % fees for GB customers
- ✓ Fees are a fixed % but not committed before the deal is closed and the oppty claimed by the BP
- ✓ Fulfilling not required
- ✓ Oppty must be registered at least 15 days before purchasing

Value Advantage Plus

- ✓ **NOT** for ELA, YES for Government
- ✓ For selling pre-approved BP Solutions (at least 20% in Value-Add)
- ✓ Rebates received from VAD
- ✓ Up to 20% rebate for GB customers
- ✓ Rebate % on agreement with VAD
- ✓ Only for fulfilled orders
- ✓ Compliance reviews after purchasing

SVI and VAP can be combined!



VAP for Government

- ✓ For selling with a pre-approved VAP Government ID
- ✓ Rebates received from VAD (same % as a standard VAP)
- ✓ GPP oppty must be submitted for VAP G at least 15 days before purchasing (a different oppty submission process than in SVI !!!)
- ✓ A proof of BP's influencing activities required (presentations, 2-way communication with the client, ..)
- ✓ Rebate % on agreement with VAD
- ✓ Only for fulfilled orders
- ✓ Can not be combined either with VAP nor with SVI



Up to Double (2X) SVI Competitive Incentive

IBM software and solutions for a Smarter Planet are simply more complete, more integrated, more optimized, and more cost effective than the competition.

IBM provides Competitive Sales Plays for BPs	
Brand	Competitor
IM	vs. Oracle, Sybase
WS	vs. Oracle, TmaxSoft
Tivoli	vs. Oracle
Lotus	vs. Oracle, Microsoft
Rational	vs. HP
Bus Analytics	vs. Oracle



**BP
Demonstrates
Competitive
Displacement
Opportunity**



**3%-20%
Incremental SVI
Fees for
Approved
Deals!
\$\$\$\$\$\$**

IBM Software Competitive Sales Plays on PartnerWorld



IBM pays up to Double SVI Fees

	Sell Only	Identify and Sell
BP Claims: With Customer Reference	Enterprise End User	
	5% standard SVI fee 5% incremental competitive incentive 10% SVI Fees Total	10% standard SVI fee 10% incremental competitive incentive 20% SVI Fees Total
	General Business End User	
	10% standard SVI fee 10% incremental competitive incentive 20% SVI fees Total	20% standard SVI fee 20% incremental competitive incentive 40% SVI Fees Total ← Largest
BP Claims: Without Customer Reference	Enterprise End User	
	5% standard SVI fee 3% incremental competitive incentive 8% SVI Fees Total ← Smallest	10% standard SVI fee 6% incremental competitive incentive Total 16% SVI Fees
	General Business End User	
	10% standard SVI fee 6% incremental competitive incentive 16% SVI fees Total	20% standard SVI fee 12% incremental competitive incentive 32% SVI Fees



Earnings Potentials

		IBM Customer segments and margins											
		Excl. VAP/Excl. SVI			Excl. VAP/Incl. SVI			Incl. VAP/Excl. SVI			Incl. VAP/Incl. SVI		
	Type in %	ENT.	GB ENT	GB MM	ENT.	GB ENT	GB MM	ENT.	GB ENT	GB MM	ENT.	GB ENT	GB MM
Fulfilment margin	Instant rebate	±5	±13	±20	±5	±13	±20	±5	±13	±20	±5	±13	±20
SVI/Identify	Fee	0	0	0	5	10	10	0	0	0	5	10	10
SVI/Sell	Fee	0	0	0	5	10	10	0	0	0	0	0	0
VAP	Instant rebate	0	0	0	0	0	0	±15	±15	±20	±15	±15	±20
Total	Fee & Instant rebate	±5	±13	±20	±15	±33	±40	±20	±28	±40	±25	±38	±50

- SVI fees are fixed

- VAP(G) margin and rebate amounts are on agreement between the Distributor and the Business Partner



Where to go for help

- **Local Business Partner Representative**
- **Local VAD**
- **Libusa Strelcova, SVI & VAP Program Leader for CEE**
+ 421 903 252 493, libusa.strelcova@sk.ibm.com

- **Value Advantage Plus & VAP for Government** webpages on IBM PartnerWorld:
<http://www.ibm.com/partnerworld/valueadvantageplus> /VAP and VAP G operations guide/
VAP and VAP G operations contact: EMEA VAP@uk.ibm.com, Phone: +353 1 8153330

- **Software Value Incentive** webpages on the IBM PartnerWorld Web site
<http://www.ibm.com/partnerworld/softwarevalueincentive>, SVI Operations Guide and GPP simulations
 - **PartnerWorld Support Centre** (general information)
emeaPW@uk.ibm.com, Phone: http://www-2000.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html
 - **SVI admin team / Dublin** (SVI enrollments)
EMEASVI_enrollments@ie.ibm.com, Phone: http://www-2000.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html
 - **SVI admin team / Bratislava** (SVI payments)
EMEASVI_payments@sk.ibm.com, Phone: http://www-2000.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html
 - **GPP & SVI admin team / Bratislava, Greenock** (GPP and SVI opportunity management support)
SVIPRM@uk.ibm.com, Phone: http://www-2000.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html





GPP education webinars

>>> <https://www->

[304.ibm.com/partnerworld/wps/servlet/ContentHandler/gpp_com_stl_edu](https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/gpp_com_stl_edu)

Geography-specific training

Europe

- ↓ Schedule
- 📄 Presentation

IBM

Global Partner Portal

Opportunity Management Training

Global Partner Portal © 2010 IBM Corporation

Topics

1. Global Partner Portal overview
2. Home page and message of the day
3. Creating a new opportunity
4. Progressing your opportunity
5. Working with opportunity pipeline
6. Adding a marketing campaign
7. Closing an opportunity
8. Interfacing with IBM's CRM system
9. Where to find help



HINTS and TIPS

- BANT (SVI and VAP G)
- Completed data in GPP
- Eligible sales evidence in SVI
- Eligible Sales evidence in VAP G
 - Proof of Influence (clear value-add)
 - Proof of Configuration (must reflect ordered sizing)
 - Proof of Communication (at least 2 examples of 2-way communication)



THANK YOU

*A lot of success
with SVI and VAP
in the last days of 2012
and in 2013!*

