IBM

Tivoli Channel Integration
2009 FCT Partner Program Overview for Business Partners

Tivoli software

Today's Agenda

- Why we are making changes

- 2009 FCT Program Changes for Business Partners
  - Requirements for providing L1 / L2 Support
  - Changes that specifically impact S&S from business partners

- Contacts and Next steps

- Questions and Answers

2009 Tivoli FCT Business Partner Programs: Why make the change?

- Issues with acquired agreements including:
  - Acquired Agreements had terms dating back to 1999 and didn't accurately reflect the program today
  - Multiple discount structures
  - Non-support offering

- Review of FCT programs for business partners from Tivoli acquisitions revealed that changes were needed to drive increased efficiencies for 2009
  - Only Support Providers may participate in FCT with a <u>single</u> new contract including standardized terms
  - Non support providers have been transitioned to IBM PartnerWorld and Passport Advantage

- Today's call is to announce the changes for 2009 and provide an opportunity to address your questions

Summary of 2009 FCT Overall Program Changes

Contract Term	Netcool Partners	Maximo Partners
Discounts based upon <u>IBM List price of New License & Subscription and Support</u>	▪ No Change	▪New license – no change ▪Subscription & Support discounts based upon list price of S & S
Level 2 Support Providers	▪ No Change	▪L2 is a new option for Maximo partners
Certifications required	▪Tivoli SP Tools & Process Certified Resource (new test) ▪IBM Certified Deployment Specialist	
Payment Terms	▪Standard IBM Terms: Upon receipt; late at 30 days past invoice date	
New License & Subscription and Support Discounts	▪Aligned by support level delivered and within Country/Territory practices	

Support Delivery

Summary of Requirements to Deliver End User Support

- Support providers must meet technical skills and certification requirements to remain eligible for participation in the FCT program

- L1, L2, and L3 support definitions are clearly defined and delivery expectations are articulated for each contracted support level

- English-proficient Tivoli SP Tool & Process certified support engineer on help desk for each shift; and to interact with IBM.

Tivoli Support Provider Requirements

Tivoli Support Provider Requirements - Highlights	Tivoli Support Provider	
	Level 1	Level 2
Internal Electronic Call Management system	✓	✓
SLA in line with IBM's standard 24x7 support	✓	✓
Staffed to ensure coverage to end users	✓	✓
Hardware and Software available to run tests	✓	✓
Proficient in English	✓	✓
Contribute to knowledge on Tivoli's Support Site	✓	✓
Tools & Process Certification	✓	✓
Deployment Certifications for Support Staff	✓	✓
Must use "Best Effort" to reproduce Customer Issue		✓

Support Provider Certifications			
	Netcool		Maximo
Pillar	**Performance**	**Fault**	**Asset & Service**
IBM Certified Deployment Professional	Tivoli Netcool Performance Manager for Wireless V9.1.2	Tivoli Business Service Manager V4.1.1	Tivoli Maximo V6 ITSM
	Tivoli Netcool/Proviso V4.4.1	Tivoli Netcool Core V3.0	Tivoli Service Request Manager V7.1
	Tivoli Netcool Service Quality Manager V4.1.1	Tivoli Netcool Impact V4.0	Tivoli Asset Management V7.1 for IT Implementation
		Tivoli Network Manager IP Edition V3.7	Tivoli Maximo Asset Management V7.1 Implementation
IBM Tivoli Support Provider Tools & Process Certification			

The requirements and enablement for the new Tools and Process certification can be found at

http://www-03.ibm.com/certify/certs/24900401.shtml

Information on product specific accreditations can be found at

http://www-01.ibm.com/software/tivoli/partners/secure.jsp?tab=training&content=roadmaps-tda

Information on product specific accreditations can be found at

http://www14.software.ibm.com/cgi-bin/pwdown/public/httpdl/certify/tivoli_support_provider_education.pdf

Support Provider's Level 1 Role and Responsibilities

- Level 1 Support means taking the first support call from a Customer (twenty-four hours a day, seven days each week in line with IBM's standard 24x7 support) and fulfilling the following steps:

  - Qualify incoming calls: Determine if the request is for a new or existing case.

  - Verifying each caller's Subscription and Support entitlement

  - Assign a Severity Level to a new case.

  - For existing cases, obtain case information.

  - Log all Calls in an electronic call management system capable of opening an internal PMR or other form of trouble ticket that captures and can report in electronic format historic information relating to a problem, from the first Call through to the resolution of the problem, including (but not limited to) the following details:

    - > End User account or assigned tracking number
    - > End User's hardware configuration;
    - > Responsible Program-specific ICDP Resource(s) contact info
    - > Element/Component Details;
    - > End User contact info
    - > Detailed problem description and Severity Level
    - > Version and Release of the affected Program(s)
    - > End User's operating system and version
    - > Details of reported problem(s)
    - > Chronological log of steps taken to address the problem(s)

  - Characterize the problem and environment: Gather information about the case and determine if the IBM Program causes the problem. Completely define and describe the problem. Identify ways to understand the problem's behavior. Document the characterization information.

Support Provider's Level 1 Role and Responsibilities (cont)

– Complete a Problem Determination analysis of the issue which includes the following tasks:

- Verification of software release level
- Verifying reported problems, including, but not limited to, discovering and documenting the following:
  - End User's log/error message history
  - Whether the End User has the correct version of the Program and the operating system, including all available patches
  - Whether the End User has the correct version of Documentation
  - Reviewing outstanding trouble tickets
  - Understanding Inter-server communication integrity
- Classifying a reported problem as a hardware, software, driver and/or configuration problem
- Troubleshooting a reported problem using diagnostic utilities provided by IBM
- Decoding error messages and attempting to advise caller on corrective action based on information in documentation posted on IBM's support site
- Decoding of error messages and attempted provision of corrective action provided by IBM using IBM Documentation
- Informing End Users about the release of software updates, patches, fix packs and major releases in accordance with the End User's IBM entitlements and standard distribution process
- Incorporating and testing any Program fix provided by IBM Level 3 Support (as appropriate), and delivering or communicating the problem resolution, bypass, circumvention, or other notice of restriction to the End User (e.g., a fix can be sent directly to the Support Provider contact via e-mail as a temporary solution until the official patch is available to all End Users as part of Subscription and Support).

– If it is believed to be a new IBM Program problem, contact IBM technical support in English. Select the appropriate option from the menu. For new cases, open a case and select a Severity Level. For existing cases, enter an update. Provide the case information you have gathered to the support engineer.

– Coordination of the joint support effort with End User as the primary owner of the resolution process until the resolution of an issue/PMR to End Users satisfaction.

Support Provider's Level 2 Role and Responsibilities

– Provide Level 1 Support as described in the previous slides, as well as Level 2 Support to End Users. Level 2 Support includes, without limitation, performing the activities of a Level 1 Support Provider, plus the following Problem Determination activities:

- Gathering and attempting to analyze trace information about a problem
- Determining if the reported problem or failure was caused by End User configuration
- Determining if the End User's use of the application exceeds the Program's capacity
- Verifying that the Program is designed to be used with the End User's other applications
- Verifying that required Program processes are active
- Stopping and restarting Program processes if advisable
- Verifying that prior Program installation was completed successfully
- Assisting in Rebooting server(s)
- Using debugging tools to capture detailed problem information
- Proving that the reported problem does not originate from defective third party equipment or software
- Assistance in Installing or re-installing the Program or other software if required
- Providing a workaround where available
- Attempting to replicate issues in a lab environment or on network(s) with traffic simulations or debug loads

– If it is determined to be a new IBM Program problem, contact IBM technical support in English. Select the appropriate option from the menu. For new cases, open a case and select a Severity. For existing cases, enter an update. Provide the case information you have gathered to the support engineer.

– Coordination of the joint support effort with End User as the primary owner of the resolution process until the resolution of a issue/PMR to End Users satisfaction.

Subscription and Support

Business Partner Renewal Scenarios

- **Business Partner is the incumbent business partner of record**

  – Support & Service (S & S) discount is based on the business partner's contractual renewal discount off list unless otherwise negotiated in the original sale

- **Business partner is <u>not</u> the incumbent partner of record – original sale was either by IBM directly or through another Business Partner**

  – At the written request of the End User IBM will provide a quote to a business partner

  – The quoted price will be 1) the same price as if the S & S was incumbent OR 2) contractual renewal discount off List Price –

    <u>**which ever is lower**</u>.

Scenario: BP is the incumbent

- Initial license sale:
  - List price less partner discount
  - S&S included in Year 1

- Year 2 S&S:
  - (Y1S&S + 10%) = Y2 S&S list
  - Y2 S&S list less business partner S&S discount

- Year 3 S&S:
  - (Y2S&S + 10%) = Y3 S&S list
  - Y3 S&S list less business partner S&S discount

- *Simplifies quoting / same standard process*
- *Allows BP to easily estimate future renewals*

Scenario: BP takes over from incumbent in Year 3

- Initial license sale:
  - List price less incumbent* discount
  - S&S included in Year 1

- Year 2 S&S:
  - (Y1S&S + 10%) = Y2 S&S list
  - Y2 S&S list less incumbent S&S discount

- Year 3 S&S:
  - (Y2S&S + 10%) = Y3 S&S list
  - Y3 S&S list less incumbent S&S discount or
  - Y3 S&S list less business partner discount

Incumbent could be IBM (direct)

- *Quoted price will be 1) the same price as if the S & S was incumbent OR 2) contractual renewal discount off List Price – which ever is lower.*

- *Quote price base is same as if BP performed new license sale*

Call to Action

- If you have not already done so, fill in and return application ASAP to reduce interruption in conducting business.

- Remember, if we do not have confirmation of your required certifications within 60 days of contract effective date, the contract will be terminated.

  - Individuals should fill in their company name on the Prometric profile. They can go to http://ibt.prometric.com/ibm and then go to Update My Information.

  - Individuals must provide their Prometric candidate ID to their Authorized PartnerWorld Administrator (APA) so that we can obtain a report on their certifications

    - The employee's candidate ID is found on the test score report or by contacting the center where the test was taken

    - Your APA can find instructions on how to update employee certification data at:
      http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/pwp_ug_detail.html?opendocument&id=RWRT-6TN6VK

    - To add an employee candidate ID for IBM certifications / skills information
      - * Select "Add a Candidate ID"
      - * Enter the candidate ID for the employee
      - * "Save"
      - * You will be taken to a confirmation page and given a confirmation number
      - * Please retain the confirmation number for all future inquiries on the transaction

- For other questions: PartnerWorld Contact Services

  - http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html

Channel Sales Contacts for FCT Partners

IOT/IMT	Channel Sales
North America	US - Ernie Fournier (efournie@us.ibm.com) 1-781-895-1259 CA - Rob Shewchuk (shewchuk@ca.ibm.com) 1-905-316-1343
EMEA	David Judge (DJUDGE@uk.ibm.com) +44-96-281-6330
AP - South	Con Yianakos - Netcool (con1@au1.ibm.com) +61-3-9626-6237 Rod Duce – Maximo (rodduce@au1.ibm.com) +61-7-3213-2112
Japan	Andrew Nietupski – Netcool (E99128@jp.ibm.com) +81 3 5652 802 Noriko Hayama – Maximo (E50897@jp.ibm.com) +81-3-5644-6004
WW	Lamar Murphy (murphyla@us.ibm.com) +1-703-653-3775

Channel Sales Operations Contacts:

- **AG Sales Operations Team**
  - Maximo: Lynn Auld 408 782-0128 (lauld@us.ibm.com)
  - Netcool: Michelle Calvillo +1-541-388-2584 (michellec@us.ibm.com)

- **EMEA Sales Operations Team**
  - Jayne Standish +44-208-818-5397 (standij@uk.ibm.com)
  - Kevin N. Smith +44-178-444-5004 (ksmith8@uk.ibm.com)

- **AP-S Sales Operations Team** (please copy all 3 on any emails)
  - Eng Looi Tan +65-6418-9847 (tanel@sg.ibm.com)
  - Daphne Lee +65-6418-4375 (leehjd@sg.ibm.com)
  - Yee Suan Lim +65-6418-2030 (9limys@sg.ibm.com)

- **WW Tivoli Channel Integration:**
  - Victoria McGuire +1-210-403-1103 (vmcguire@us.ibm.com)
  - Michelle Calvillo +1-541-388-2584 (michellec@us.ibm.com)
  - Lamar Murphy +1-703-653-3775 (murphyla@us.ibm.com)