



Tivoli Channel Integration 2009 Support Provider Reseller Program Overview for Business Partners

Victoria J McGuire
Karl Thomason
Dominic Heade



Updated 5 Aug 2009

Today's Agenda

- Why we are making changes
- 2009 FCT Program Changes for Business Partners
 - Changes that specifically impact S&S from business partners
 - Requirements for providing L1 / L2 Support
- Call to Action
- Contacts
- Questions and Answers



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 single new contract including standardized terms
 - Non support providers have been transitioned to IBM PartnerWorld and Passport Advantage
- Today's call is to give an overview of 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>	<ul style="list-style-type: none">■ No Change	<ul style="list-style-type: none">■ New license – no change■ Subscription & Support discounts based upon list price of S & S
Level 2 Support Providers	<ul style="list-style-type: none">■ No Change	<ul style="list-style-type: none">■ L2 is a new option for Maximo partners
Certifications required	<ul style="list-style-type: none">■ Tivoli SP Tools & Process Certified Resource (new test)■ IBM Certified Deployment Specialist	
Payment Terms	<ul style="list-style-type: none">■ Standard IBM Terms: Upon receipt; late at 30 days past invoice date	
New License & Subscription and Support Discounts	<ul style="list-style-type: none">■ Aligned by support level delivered and within Country/Territory practices	



Subscription and Support

Karl Thomason

WW S&S Sales Leader for Maximo, Netcool, and Vallent

email: kthomaso@us.ibm.com

Phone: 1-512-286-3571



Business Partner Renewal Scenarios

- Pricing method for Yr 2 for Business Partner who performed initial license sale
 - Calculation Example: \$260,000 paid to IBM by Partner for deal
 - Yr1 S&S = 20%: $\$260,000 = \$52,000$
 - Yr2 S&S (first year payment by BP): $\$52,000 \times 10\% = \$57,200$
 $\$57,200 \times \text{XX\% (L1 or L2 S\&S discount level per Support Reseller Contract)} =$
Paid to IBM by Partner
- Business Partner is the existing partner of record for renewal
 - Quote price is same as last year +10% OR the contractual renewal discount off List Price – which ever is lower



Business Partner Renewal Scenarios (con't)

- End User renewed Direct with IBM last year and requests bid from Business Partner in up coming renewal
 - A written request from the end user to IBM is needed to quote a BP
 - Quote price to BP is same as Direct OR contractual renewal discount off List Price – which ever is lower
- End User renewed through BP last year and requests bid from a new BP in up coming renewal
 - A written request from the end user to IBM is needed to quote a new BP
 - Quote price to the new BP is the same price as the incumbent BP (Partner of record)



Support Delivery

Dominic Heade

WW Business Partner Manager - Tivoli Support

email: headedom@uk.ibm.com

Phone: +44 7899 06 2535




















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
 - Discounts are available for the certification exams.
 - In the US and Canada, you will receive this information with your executed agreement.
 - In EMEA, you may contact Dominic Heade for discount information.
 - In AP, you may contact the AP-S Channel Operations team for discount information.
- 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 - 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
	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 V3.8	Tivoli Maximo Asset Management V7.1 Implementation
IBM Tivoli Support Provider Tools & Process Certification			

Requirements for the new Tools and Process certification can be found at

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

Enablement for the new Tools and Process certification can be found at

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

Information on product specific accreditations can be found at

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



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.



Call to Action

- Update your contact Information for your End User Contracts
- The Primary Site Technical Contact should be updated to the person you defined as the Support Manager who oversees your support team within your Tivoli Support Provider Application.
 - Please send an email to paonline@us.ibm.com
 - With the following information :
 - Subject : Updating the Primary Site Technical Contact for Customer <Customer Name>
 - We would like to update the Primary Site Technical Contact for Customer <Customer Name>, ICN <ICN>, Site ID <site id>, the new details are:
 - Name :
 - Email Address :
 - Telephone Number :
 - Fax Number :
 - Title :
 - We Provide Support for <Customer Name>, and therefore act as the PSTC on behalf of the customer.
 - Provide the ICN and Site ID which need to be updated.
- The person making the request needs to be the current Primary Site Technical Contact or a Manager within your company. ie Not the new Primary Site Technical Contact. (this is for Security purposes.)



Call to Action

- Access to Global Orientation (TTEC-GO) training for Support Providers
 - Access to all the training our internal services and support teams receive on new and updated products
 - Product delta enablement ie differences between latest and previous versions
 - Available Online via Webcasts
 - Delivered by Subject Matter Experts from Development, Services and Support
 - To obtain access for your Support Engineers, send an email to Dominic Heade (headedom@uk.ibm.com)



Call to Action (cont)

- If you have not already done so, fill in and return application for Support Provider Reseller program ASAP to reduce interruption in conducting business.
 - Don't forget to include your business and marketing plans.
- 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



Tivoli Channel Sales Contacts for FCT Partners

IOT/IMT	Channel Sales
North America	US - Ernie Fournier (efournie@us.ibm.com) 1-781-895-1259 CA - Ken Forlippa (forlippa@ca.ibm.com) 1-613-769-5153
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 GB and Channel Sales	Lamar Murphy (murphyla@us.ibm.com) +1-703-653-3775
WW S&S Sales	Karl Thomason (kthomaso@us.ibm.com) +1-512-286-3571



Channel 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 Business Partner Manager - Tivoli Support
 - Dominic Heade +44 7899 06 2535 (headedom@uk.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)

