



***Passport Announcement
for FilesX Business Partners
July 2008***

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Tivoli software



Agenda

- FilesX Integration Overview
- Introduction to Passport Advantage
- Products being announced
- Introduction to PartnerWorld
- Call to Action



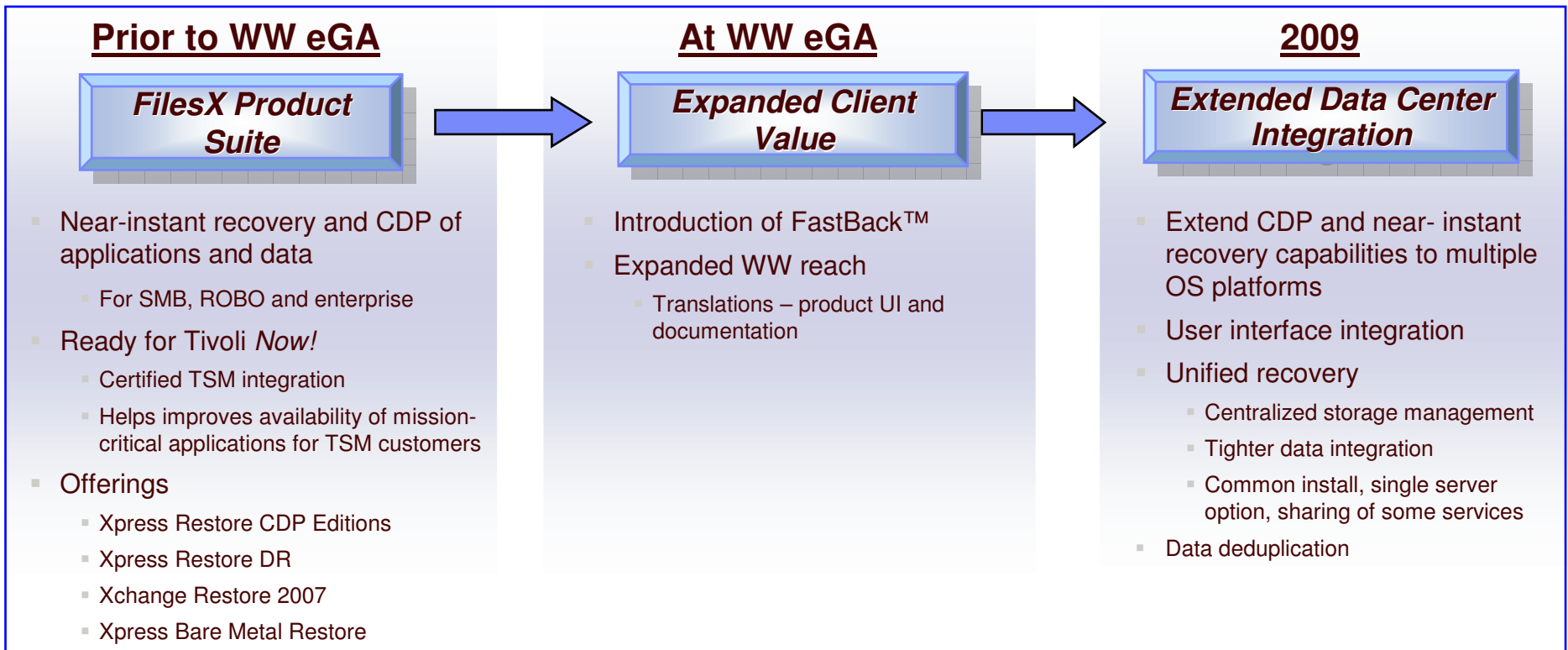
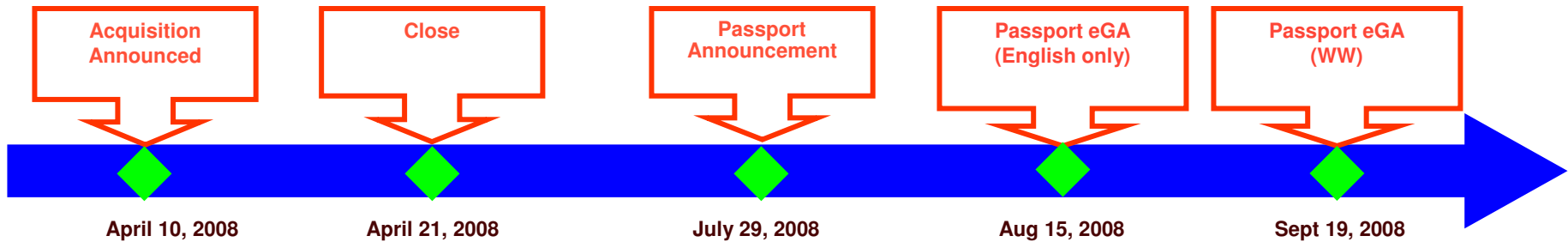


FilesX Integration Overview

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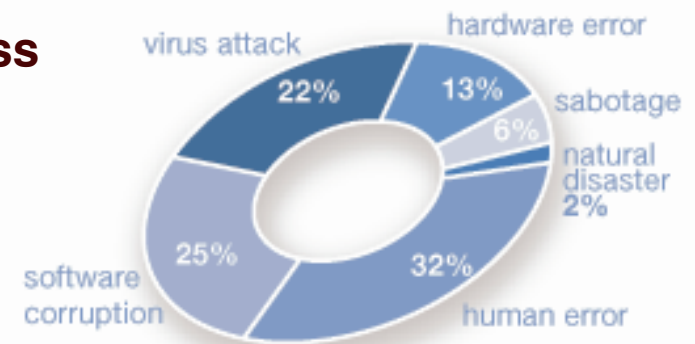


At-A-Glance – Timeline for FilesX



Problems FastBack™ Solves

- **Elimination of “backup windows” and manual backup/restore processes**
 - Eliminate tape in remote/branch office
- **Immediate recovery from any type of data loss**
 - User error (deleted files, folders)
 - Software errors and virus attacks (corrupted databases)
 - Hardware failure (disk or system crash)
 - Disasters (lost local or regional facilities)
- **Secure transfer of data between primary and Disaster Recovery sites**



Source of data: The Cost of Data Loss by David M Smith

Passport Announcement & Strategy for Business Partners

Announcement on 7/29/08 of FastBack™

■ Legacy FilesX Partners

1. Legacy FilesX Partners are encouraged to enroll in the IBM PartnerWorld Program
2. Partners may sign up with an authorized VAD and begin buying via PA
 - It is recommended that partners review VAD profiles and establish relationships as soon as practical
 - Partners who join IBM PartnerWorld can sign up for IBM Partner Incentives such as VAP and SVI

■ Existing PartnerWorld & Passport Advantage Partners

1. Will be able to sell FastBack™ under Passport Advantage from July 29, 2008
2. Support offered through IBM
3. Software Value Incentive program (SVI) requirements apply
4. Value Incentive Program (VAP) to be announced in October, 2008



Value Added Distributors – Purchasing through Passport Advantage

Sales

- Deal quotation/ordering/shipping
- Pre-sales solution architecture and tech support
- Teaming with other solution partners for cross-sell and up-sell opportunities
- Maintain a BP Innovation Center for use by resellers to help close opportunities
- Bringing the appropriate Business Partner and IBM resources together to WIN an opportunity!!

Marketing

- Marketing programs and funding focused on lead generation and deal closure
- Assistance with go-to-market strategy and business planning
- Responsible for execution of IBM marketing programs

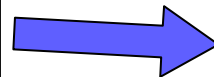
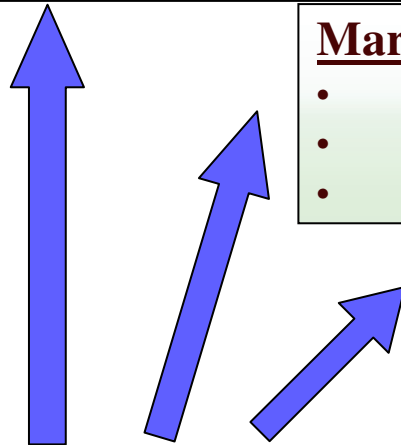
Operations

- Assistance with IBM programs (ie. SVI, VAP, PA etc.)
- Financial programs/net 30/invoicing and collection
- Professional services group for implementation assistance
- Support for multiple vendors for both hardware and software products

Enablement

- Conduct education courses on key IBM solutions
- Technical assistance when ramping to new business model
- Pre-sales technical support

**IBM
Distributor
Value**





An Introduction to Passport Advantage WW Volume License Offering

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What is Passport Advantage?

- The primary Licensing Acquisition and Software Subscription and Support program for IBM distributed software solutions
 - WebSphere, Information Management, Lotus, Tivoli, Rational
- Worldwide Offering
- Certificate based (Proof of Entitlement - PoE)
 - Right to copy licenses
- Customer discounts based on aggregation of orders
- Accommodates
 - Commercial
 - Academic
 - Government (State, Local and Federal)
 - General Business (PA Express)



What is Passport Advantage, cont?

- Order Fulfillment is through PA authorized Business Partners or IBM.com
 - Partner sets final price to customer
 - IBM.com bills at Suggested Volume Price (SVP)
- Point system
 - Each product has a point value
 - Points aggregate to drive discount at the agreement level
- Simple product sets - consistent across pillars
 - License with Software Subscription and Support
 - Software Subscription and Support Renewal
 - Software Subscription and Support Reinstatement





Passport Advantage and Passport Advantage Express

Tools and Resources

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PA Online Customer Site

- When your customer grants you access to their site, you can help them with these tasks.
- Multiple Users Can Access PA Online per Site!
 - Primary can Name up to 4 Secondary Contacts who can grant access
 - Primary can grant unlimited access to website:
 - User access - full access to everything on site
 - Download access - software downloads only
- <http://www-306.ibm.com/software/howtobuy/passportadvantage/>
 - Registration and password required (eCustomer Care for assistance <http://www-306.ibm.com/software/support/help-contactus.html>)
 - Customer statements & purchase history
 - Electronic software downloads
 - Upgrades for active Software Maintenance purchased by site
 - Not all products available
 - Customer can request media shipment at no additional charge for active Software Maintenance
 - PoE copies available
 - Online ordering and online renewals (order direct or via reseller)



Customer Support tools

- When your customer adds your name as technical contact, you can help them with these tasks.
- Customer Software Support Site
 - <http://www.ibm.com/software/support>
 - Site Technical Contact (STC) can register site and callers
 - Electronic tickets
- eCustomer Care Contact Site
 - https://www-112.ibm.com/software/howtobuy/passportadvantage/paocustomer/docs/en_US/ecare.html
- Software Support Handbook
 - <http://www14.software.ibm.com/webapp/set2/sas/f/handbook/home.html>
- esrhelphdesk@us.ibm.com





***FastBack™ products announced in
Passport Advantage July 29, 2008***

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2008: Fastback™ Solutions added to PPA

- ❖ 5724-U93 IBM Tivoli Storage Manager FastBack™
 - ❖ Designed to provide a data protection and recovery solution for mission-critical applications, in the data center or remote branch offices, for enterprises and small businesses.
- ❖ 5724-U94 IBM Tivoli Storage Manager FastBack™ for Microsoft Exchange
 - ❖ Extends Tivoli Storage Manager FastBack Exchange protection capabilities by allowing quick and easy restore of individual Exchange objects such as e-mail messages and attachments, contact lists, calendars, tasks, journal entries, entire folders, and so forth.
- ❖ 5724-U95 IBM Tivoli Storage Manager FastBack™ for Bare Machine Recovery
 - ❖ A solution for Windows that allows users to easily recover entire systems to a comparable server, to a new server with different hardware, or to a virtual machine (VMware or Microsoft Virtual Server).
- ❖ 5724-V35 IBM Tivoli Storage Manager FastBack™ Center
 - ❖ Combines the three Tivoli Storage Manager FastBack products into a single convenient package.





IBM Business Partner Programs & Incentives

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IBM PartnerWorld Benefits

Complete set of resources to help you grow your business with IBM

Plan Your Business

Build Skills and Solutions

Network and Collaborate

Create Demand

Close Sales



Join IBM PartnerWorld

1. Go to www.ibm.com/partnerworld
2. Click the Join now button
 - To register your company:
 - Obtain an IBM id (typically your email address)
 - Follow the link to apply to PartnerWorld (you must sign the PartnerWorld agreement)
 - Complete and submit the application form
 - If you complete the application you become your company's Primary Relationship Contact/Authorized Profile Administrator (APA)
 - To add yourself to your company's PartnerWorld profile
 - Obtain an IBM id, if you don't already have one
 - Follow the "Add yourself to a location profile" link (requires a company token which the APA has)
 - Complete and submit your employee record (APA must approve)
 - Your APA can also add employees to the profile



Value Advantage Plus (VAP) Overview

- **The challenge**

- Delivering value-adding solutions and software to your customers.

- **The solution**

- Value Advantage Plus, an initiative that financially rewards you for integrating IBM middleware with your software solutions.

- **The benefit**

- Greater profit potential when you sell IBM authorized software products together with your value-adding solutions.

- **How to participate in Value Advantage Plus**

Value Advantage Plus was created for IBM Business Partners like you -- Business Partners with value-adding business models where the majority of your revenue is derived from the sale of applications you develop or services you perform. To enroll in Value Advantage Plus and begin earning the financial rewards, you need to be a current PartnerWorld member and have at least one value-adding solution built around IBM middleware software.

Apply to participate in Value Advantage Plus by completing information about your business, solution, and customer references in a special section of your PartnerWorld membership profile (only the Authorized Profile Administrator will be able to do this). When you have completed the application, you will be asked to sign an attachment that acknowledges your acceptance of the initiative terms. Once approved, you will receive notification and additional details. It's that easy.



What is Value Advantage Plus

Simply—it is an IBM incentive program that was created for the Tier 2 Business Partners so that they could wrap their solutions around IBM middleware

What are the qualifications?

- Business Partner must have a value add repeatable solution.
- At least 30% of their total revenue must be derived from their own intellectual assets. (IT Consulting, Application Customization, Business Application Consulting etc)
- Must be a member of PartnerWorld
- Must have sold their first solution to at least 3 end users
- Website Validation. Business Partner must have their solution on their website accompanied by a description of the solution and the mention of the required IBM software they are trying to be approved for. A Professional Brochure would also be acceptable
- Must have a distributor

Once the Fastback™ VAP Solution is announced, the additional criteria will be posted on the Tivoli Knowledge Center



Software Value Incentive

**IBM Software Group
offers an innovative,
Business Partner Reward
and Incentives program**



Highlights...

- Rewards Business Partners for value contribution throughout the sales process
- Simplifies & streamlines existing programs
- Designed in response to Business Partner feedback

**To be approved to participate in the Software Value Incentive
a Business Partner must perform the following steps:**

- Become an IBM PartnerWorld Business Partner
- Meet SVI Certification Requirements
- Accept the Software Value Incentive Terms and Conditions and Submit the SVI Enrollment Form
- Receive Notification from IBM of Approval or Denial
- Enable Users in the IBM Global Partner Portal system
- Create and Progress Opportunities
- Meet SVI Brand Certification Requirement



Software Value Incentive

Business Partner Highlights:

Rewards Value

Incremental incentives for:

- Identifying new opportunities
- Active sales engagement
- Focusing on the SMB market
- Order Fulfillment
- Selling Solutions through VAP

Protects Contribution

Opportunity registration system:

- Pays for performance
- Protects partners' registered opportunities
- Protects partner margins
- Maximizes partner benefits received

Reduces Complexity

Single framework:

- Covers all SWG brands
- Applicable to multiple Business Partner types
(VARs, ISVs, Consultants & Integrators)



SVI Summary of Benefits to Business Partners

▪Flexibility

Earn incentives where you elect to contribute to the sales process

Incentives increase with level of involvement

▪Enhanced Profitability

Incremental value (i.e., identify and sell) can earn more incentive than before

▪Increased ROI

Earn incentives regardless of who fulfills

Protect your investment in identifying and selling business on behalf of SWG

▪Improved Close Rates

Increase average transaction size

Improve close rates for participating Business Partners

▪Simplicity

One program replacing multiple programs



SVI - Where to go for more information

Partner information available on PW

www.ibm.com/sales/partnerworld/softwarevalueincentive

- Learning materials – link from LEARN tab
 - Quick reference card
 - Self-study course including simulations
 - Powerpoint presentation
 - Online help
- Business Partner Operations Guide – access from APPLY tab of SVI website
- BANT template used to submit for eligibility
 - Sales documentation checklist used to submit for payment
- SVI eligible parts http://sc4.ihost.com/gpp/permanent/svi_eligible_part_numbers.pdf
- PartnerWorld Contact Services – 800-426-9990
 - GPP questions
 - SVI program questions



Partners' Call to Action

- **Sign up for PartnerWorld**

- <http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/index.html>

- **Learn more about IBM Value Advantage Plus**

- https://www-304.ibm.com/jct09002c/partnerworld/mem/sell/sel_sip_vap_main.html

- **Learn more about Software Value Incentive**

- <http://www.ibm.com/partnerworld/softwarevalueincentive>

- **Sign up with a VAD today**

- Interview, select the VAD that meets your business requirements

- **Listen to Tivoli Talk replays for the products on TKC**

- <http://www-306.ibm.com/software/tivoli/partners/index.jsp>



Who to contact for assistance

- Don Dishinger - WW Sales Integration Leader - Tivoli Storage
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- Paul Myers – FilesX NE IOT Channel Leader
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- Ilan Maor - SW IOT Channel Sales Leader
 - ILANM@il.ibm.com
- Adrian Cepak – AP South Sales Leader
 - acepak@au1.ibm.com
- Victoria J McGuire – Acquisition Channel Integration Executive
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