



How to Grow your Client's Business with WebSphere Modeler

Get behind the BPM wheel to drive your WebSphere business!

Costa Mesa, March 6

Companies today must be ready to adapt quickly to the changes in the marketplace. Integration of applications and business processes, as well as improvement of users' productivity is key to their success.

A Gartner Group survey demonstrated that Business Process Management or BPM solutions are overwhelmingly successful. Respondents reported an average 15% rate of return, and 55% had returns in the \$100,000 to \$500,000 range on each project.

IBM WebSphere can help Business Partners tap into this market to help customers accelerate growth and respond to a dynamic marketplace.

BPM helps accelerate process improvements, facilitates business innovation and flexibility to more effectively exploit new market opportunities, adapt to customer demands, and handle competitive threats. Selling SOA agility is the most valuable attribute a company can purchase — the flexibility to meet new market demands, and quickly seize opportunities ahead of competitors

This workshop is centered on how to “Grow your Client's Business with Modeler” to help Sellers accelerate opportunity identification, sales progression and increase win rates. Designed to address key customer needs, current impending events and marketplace opportunities — it prioritize what's important with a consistent and efficient set of proven practices and hands-on exposure through a case study.

The following key topics will be covered in detail:

- How to engage a customer from a business process perspective
- How to identify a key business process
- How to use Modeler to document customer requirements
- How to use Modeler for Return on Investment
- How to use Modeler to optimize business processes
- How to use Modeler to sell Business Process Management

OBJECTIVE

This class will familiarize Business Partners with Process Modeling best practices so you can engage confidently in business process improvement discussions with your customers. You will receive sales exposure to proven techniques to selling SOA Solutions with WebSphere products and a deep dive discussion covering preparation through informal executive presentations.

AUDIENCE

This event is targeted at Business Partner Sales and Technical Sales representatives who are already familiar with WebSphere products and want to focus on selling these products to SMB (Small & Medium Sized Businesses) customers.

COST

This session is offered free of charge. Complimentary refreshments including continental breakfast and lunch will be provided. However, participants are responsible for their own business travel expenses

SCHEDULE

For your convenience, registration and continental breakfast will begin at 8:30 AM. The session will start at 9:00 AM and end at approximately 3:00 PM

CONTACT FOR INFORMATION

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WebSphere software

- Convert generalized customer interest into concrete product sales
- Learn how to respond, "What do I do next?" and get your customers started