



***Passport Announcement  
for Maximo Business Partners  
May 2008***

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**Tivoli** software



## ***Agenda***

- Channel Passport Strategy
- Introduction to Passport Advantage
- Maximo Products being announced
- Introduction to PartnerWorld
- Call to Action





# ***Channel Passport Strategy***

**Tivoli** software



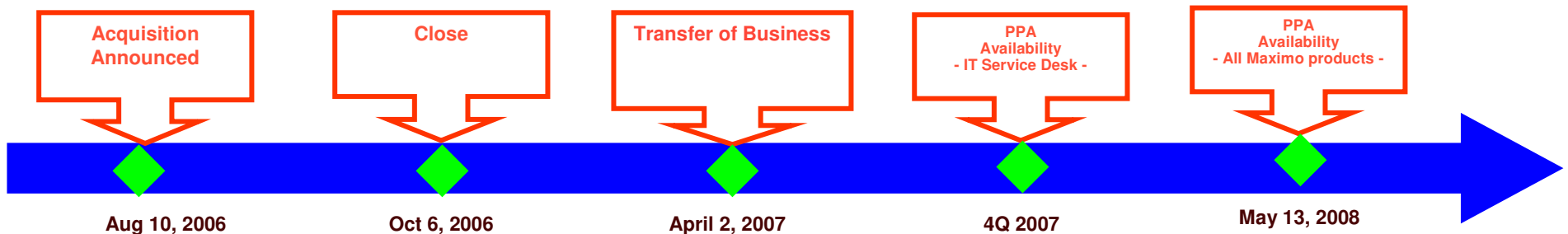
## *Tivoli/Maximo Channel Passport Strategy*

- Adding Maximo to Passport Advantage
  - IBM Customer's expected source
  - Natural affinity with Tivoli Portfolio
  - AP Distribution via approved VADs
- FCT (Flexible Contract Type) Terms for Heritage Maximo BPs



## At-A-Glance – MRO Software - Maximo

Maximo Software makes products that help companies manage the various items that keep their operations running smoothly, from scheduling preventative maintenance work, to tracking work orders, to analyzing equipment failures and tracking spare parts inventories.



### Transition Period III In Process – Products in PPA (May 17, 2008)

- Assignment Letters and Business Partner Guide to Doing Business with IBM Distributed
- FCT (Flexible Contract Type) Terms for Heritage Maximo BPs
- Maximo Products into PA – Target all Maximo products into PA in May 2008, via approved VADs and via VAP partners in AP

## ***Passport Strategy for Business Partners – Announcement of 5/13/08 for Maximo***

### **■ Maximo Partners**

- Will have the option to continue to sell under existing Maximo contracts
  - Same rights and obligations
  - Same margin structure
  - Same support structure
- Partners offering First & Second Level support will buy direct (FCT)
- Maximo partners may also sign up with an authorized VAD and begin buying via PA
  - *It is recommended that partners review VAD profiles and establish relationships even if their primary source of ordering will be through FCT.*
- Maximo partners who join PA can sign up for Partner Incentives such as VAP and SVI

### **■ Existing PartnerWorld & Passport Advantage Partners**

- Will be able to sell Maximo under Passport Advantage from May 2008
- PA customer pricing will be announced in May 2008
- Support offered through IBM
- Require Maximo certification to get their maximum discounts through VAP, in AP VAP required by BPs who may order through approved VAD only
- Software Value Incentive program (SVI) requirements apply





***An Introduction to  
Passport Advantage  
WW Volume License Offering***

**Tivoli** software



# 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**

**Tivoli** software



## 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)

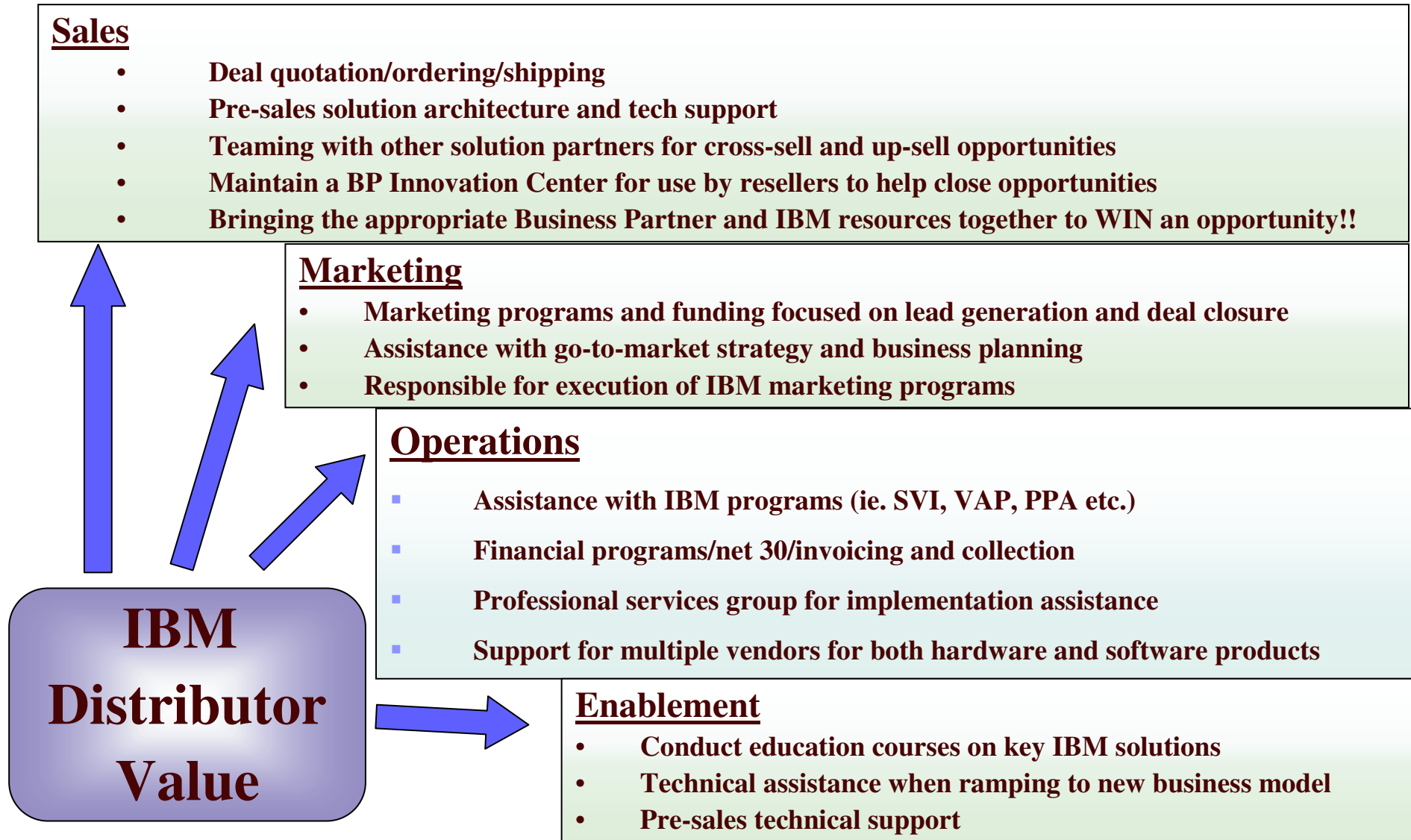


## Customer Support tools

- 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](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](mailto:esrhelphdesk@us.ibm.com)



## ***Value Added Distributors – Purchasing through Passport Advantage***





***Maximo products announced in  
Passport Advantage May 2008***

Thomas Davis

**Tivoli** software



## ***2008: Remaining Maximo Solutions added to PPA***

- On May 17<sup>th</sup>, remaining Maximo “eligible” solutions added to PPA:
  - A. v7.x Maximo Asset Management Solutions (e.g. EAM)**
    - Maximo Asset Management
    - Maximo Asset Management Essentials
  - B. v6.x Maximo Industry Solutions**
    - Calibration, Govt, Life Sciences, Oil & Gas, Nuclear, Transportation, Utilities
  - C. v6.x Maximo “add-ons” and available v7.x Maximo “add-ons”**
    - Adapters: MS-Project, Primavera
    - Asset Configuration Manager, Asset Navigator
    - Change & Corrective Active Manager
    - Mobile: Mobile Inventory Manager, Mobile Work Manager
    - Spatial, SLA Manager, Field Control

### **Note**

1. *“Eligible” PPA solutions: Latest release of Maximo solutions with the exception of OEM solutions (Discovery) and any solution no longer sold (e.g. MainControl)*
2. *Products now available in both FCT and PA*



## ***When you should use Passport Advantage ...***

- When you should use PPA ...
- *Caution: Use PPA only after confirming FCT quote has NOT been provided!!*
- Existing IBM or Maximo Customer interested in leveraging PPA
  - When Customer has migrated to v6.2.1 or higher (VERY IMPORTANT)
    - Customer doesn't need add-ons
    - Customer doesn't need Industry solutions
  - Do not use PPA if customer not migrated to v6.21!!
    - USE FCT instead ... or risk deal delay/recognition
    - Note: Separate POs for mixed PPA content and mixed FCT content required
- *Reminder: Do not mix PPA and FCT deals!!!*
  - Otherwise, need separate POs and separate sales ordering/admin



## ***When you should use FCT\* ...***

This process remains the same as prior to the May 2008 announcement

- When an FCT quote is outstanding
- For any Maximo legacy customer running down-level versions
  - V4.x, V5.x, V6.x or any EOM version prior to PPA migration
  - Using Industry Solutions
  - (Entitlements remain within FCT)
- For all Maximo sales via heritage Maximo Business Partners who are providing L1/L2 support
- When introduction of PPA terms to new customer deemed complex or customer will not sign the PPA agreement

**Don't risk Q208 Revenue!!**

*\* FCT is the purchasing system in use by Maximo since Transfer of Trade*





## ***Business Partner Incentives***

**Tivoli** software



## ***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](http://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)
- They must be a member of PartnerWorld
- They 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
- You must have a distributor



## ***Value Advantage Plus Criteria***

- **Tivoli Maximo Value Advantage Plus 1st registered Solution – SRAM – Service Request & Asset Management – (TAMIT & TSRM) – August 2007**
  1. Requires 3 qualifying references for approval into the Tivoli Maximo Value Advantage Plus initiative, this requires the Business Partner to have sold a minimum of 3 end-user sales in one of the below three product groups with at least one of the references being Maximo specific, a minimum of 2 Positive References from End Users are required for approval.
  2. End-User sale of IBM Tivoli Maximo product – IBM Tivoli Service Request Manager or IBM Tivoli Asset Management for IT
  3. End-User sale of a like competitive product including: **BMC** - Remedy or **CA** - Unicenter or **HP** – Service Desk
  4. End-User sale of IBM products which are similar in scope to Tivoli/Maximo including
    - IBM Tivoli CCMDB, IBM Maximo Enterprise Adapter, IBM Tivoli Integration Adapter
- **Maximo Asset Management VAP Solution – 3Q08**



## 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](http://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](http://sc4.ihost.com/gpp/permanent/svi_eligible_part_numbers.pdf)
- PartnerWorld Contact Services – 800-426-9990
  - GPP questions
  - SVI program questions
- **For AP resale only via VAP partners via approved VAD**



## ***Maximo 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](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***

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