

## Business Partner Services

*PartnerWorld*

*Sales reference guide*



## Overview

IBM PartnerWorld® is a worldwide program designed to help IBM Business Partners collaborate with IBM to develop, sell and implement e-business on demand™ solutions. It encompasses the entire portfolio of industry-leading IBM technologies, products, services and financing. PartnerWorld is designed to meet the needs of your business model, whether you are a consultant, integrator, independent software vendor (ISV), reseller or any combination.

As a member of PartnerWorld, you have access to one of the most comprehensive Business Partner programs in the industry. PartnerWorld can help shorten your sales cycle, help you capitalize on the growing opportunity for services and solutions and ensure you have the range and depth of skills you need to achieve your objectives. Leverage the vast number of tools and technologies to support the solutions and skills your clients demand. And get assistance with developing applications that run on IBM hardware and software platforms, and with integrating IBM technologies with your own offerings to provide customized solutions for your clients. With PartnerWorld, you have the support you need, when you need it.

## What's new in PartnerWorld?

Business Partners will now need only a single user ID and password as their point of entry to PartnerWorld offerings at **ibm.com/partnerworld**. As a result, your Web experience is simplified and presented in a way that is relevant to your self-defined business model.

PartnerWorld recognizes differing Business Partner needs with consolidated benefits and offerings that are aligned with the three major business models – consultant and integrator, ISV and reseller. You will now qualify for a single PartnerWorld membership level (Member, Advanced or Premier) based on your total IBM achievement – in skills, solutions and revenue – across all IBM brands. Thus, as you expand your investment in IBM, you gain access to a corresponding increase in the level of support from IBM.

## Two-phase implementation

Implementation of the new PartnerWorld Program will be in two phases:

**Phase 1** is the integration of the Program across the hardware, software and services offerings for resellers, and consultants and integrators.

**Phase 2** will be the integration of our support offerings for ISVs into a fully consolidated IBM PartnerWorld program.

The scope of this sales reference guide section is the phase 1 integration of the program for consultants and integrators, and resellers. In addition, there is a separate ISV Guide to PartnerWorld designed specifically for ISVs, which Business Partners may refer to. Of particular significance in phase 1 is the consolidation of the previously separate programs we had for systems and services, software and personal systems. These are now all part of the integrated PartnerWorld Program with a single criterion for membership level (Member, Advanced and Premier), and a single set of benefits and offerings.

Phase 2 will include all the offerings available for ISVs, in addition to those available to consultants and integrators, and resellers. For Business Partners whose business covers more than one of these defined business models, this will facilitate access to the combined set of benefits, personalized to each particular combination of business requirements.

## **Advantages of PartnerWorld participation**

### **Support alignment by business model**

IBM has aligned PartnerWorld by industry-recognized business models, so that you can easily access the offerings most relevant to you. Some offerings are appropriate for all Business Partners, while others are more clearly targeted to the specific needs of consultants and integrators, ISVs or resellers. This realignment makes it easier for you to find the support you need, according to your business model. Following are just a few of the benefits PartnerWorld offers:

#### *For consultants and integrators*

- *Leverage in-depth industry information and market-trend data to help you improve your customers' business processes*
- *Expand your practice using IBM resources to support your business development, co-marketing, technical support and enablement initiatives*
- *Improve your skills and enhance your customers' abilities to become on demand businesses*
- *Leverage the IBM Global Services Web hosting computing environment to give your customers worldwide, convenient access to your applications*

#### *For ISVs*

- *Beat your competition to market through the use of IBM open infrastructure leading-edge software (middleware), hardware and services to accelerate your application development efforts*
- *Take advantage of access to other Business Partners to enrich your portfolio of e-business on demand solutions and enhance your business relationship with IBM*
- *Create dynamic IBM test environments for your applications, with software downloads and CDs, discounts and leasing of IBM hardware, product testing, porting and enablement support, and unmatched technical support – both software development and presales*
- *Leverage IBM Global Services Web hosting computing environment to give your customers worldwide convenient access to your applications*
- *Obtain support for demand and lead generation with marketing and sales support offerings*

#### *For resellers*

- *Increase your revenue potential by selling total technology solutions that include leading-edge hardware, software and services*
- *Improve your profitability through competitive pricing and attractive financial incentives*
- *Increase your customer demand by taking advantage of co-marketing offerings, sales tools and marketing support*
- *Enhance your skills with extensive enablement programs specifically targeted at building skills and providing technical support*

PartnerWorld also recognizes that many Business Partners operate with multiple business models. As Business Partners become more engaged in providing e-business on demand solutions, the delineations between the different models are becoming less apparent. With IBM PartnerWorld, you can tell us about yourself – and we will customize your experience, so that you receive the support that is relevant to your specific business.

### **PartnerWorld benefit categories**

PartnerWorld benefits are organized into the following categories:

- *Selling resources. Assistance with selling IBM products, services and solutions. This includes sales assessment and opportunity identification tools, industry information, customer references and presentations, configuration and proposal aids, sales incentives and financing, and access to IBM facilities*
- *Marketing resources. Assistance with marketing planning, demand generation and promotion. This includes market intelligence and planning tools, co-marketing support and tools, business development programs, literature and logos*
- *Products and technologies. Discounted or no-charge access to the IBM hardware and software products you need to evaluate, develop and test for your internal productive use, or to demonstrate to your customers*

### **Announcement letters and product information.**

- *Technical resources and support. Access to electronic or telephone support on IBM products and solutions. The range of technical support provided covers development, presales, implementation and integration, and postsales support*
- *Training and certification. Access to IBM's extensive portfolio of business, sales and technical education offerings to enable the process of skills enablement. Training paths are provided to facilitate the development of new skills, as well as the further development of existing skills covering IBM products, solutions and initiatives. An in-depth Professional Certification Program is also available to validate the skills developed, which includes formal testing and certificates of achievement*

- *Events and conferences. Information about events and conferences, including the annual PartnerWorld Conference, technical conferences and Webcasts*
- *News and newsletters. Online news information and subscription newsletters*

### **PartnerWorld membership requirements**

The PartnerWorld Program consists of three membership levels – Member, Advanced and Premier. As you invest in IBM by building skills, integrating your solutions with IBM technologies and contribute more to our mutual revenue, you become eligible to receive a corresponding increase in support from IBM. This mutually supportive approach ensures that IBM provides a greater investment in your success, as you expand your relationship with IBM.

- *Member level requires minimal entry-level commitment from Business Partners, and in return IBM primarily provides electronic support covering a broad portfolio of IBM products and technologies. This level is designed to provide you with a comprehensive introduction to the rich array of benefits and support that IBM offers*
- *Advanced level recognizes and rewards leading Business Partners who make strong commitments to IBM products and technologies with demonstrated skills, solutions or revenue achievement. IBM delivers an enhanced level of marketing and sales support, skills development and technical enablement*
- *Premier level is for IBM Business Partners who make very significant investments in IBM products and technologies through a combination of skills, solutions, revenue achievement and high customer satisfaction. IBM, in turn, provides the highest level of marketing, sales and technical support, with additional focus on joint planning and development of mutually strong relationships*



## Summary

The key components of the new PartnerWorld Program are:

- *Common criteria for achieving membership level (Member, Advanced, Premier) across all brands*
- *No-charge PartnerWorld benefits with an optional fee-based PartnerWorld Value Package and incremental Value Options available to all Business Partners, regardless of brand or business model. Benefits are delivered via consistent terms and conditions, and with consistent entitlement criteria*
- *A single Web experience via **ibm.com/partnerworld**. With a single ID, and a single point of entry to Business Partner offerings and content, your Web experience is simplified and presented in a way that is relevant to your self-defined business model*

In summary, with the announcement of the new, simplified PartnerWorld Program, you receive IBM support aligned to your business model rather than an IBM product or service. PartnerWorld is driving consistency across all Business Partner offerings – with a key objective to making it easier for you to do business with us.

## For more information

To learn more about the IBM PartnerWorld program, including how to join, please visit: [www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pwss\\_join.html](http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pwss_join.html)

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