



Business Partner Services

Business Partner newsletters

Sales reference guide



Overview

IBM publishes two newsletters to help Business Partners stay current with important issues in the retail world. Both deliver the same content (except for geo-specific articles) and give Business Partners around the world an easy way to find all the latest details about new hardware and software solutions, product design features or innovations, and emerging retail industry issues, as well as notice of education events, new sales and marketing tools, and customer references. More importantly, both newsletters provide an opportunity for Business Partners to share ideas for improving sales and reaching new segments, and to get up-to-the-minute information about geo-specific sales promotions and marketing tools.

PartnerWorld News Hardware Edition

PartnerWorld® News Hardware Edition, produced by IBM, is a cross-brand newsletter delivered automatically to all registered IBM Business Partners in the Americas Group (AG) and in Europe, Middle East and Africa (EMEA), although all Business Partners can subscribe. The newsletter arrives during the first week of each month as an e-mail that contains article abstracts with links to the full articles on the Web. Articles cover all IBM brands, not just those in the Retail Store Solutions portfolio. This way, Business Partners can choose to receive as little or as much information as they wish.

IBM SurePOS Bulletin

The IBM SurePOS™ Bulletin, produced by IBM Retail Store Solutions, is delivered quarterly to authorized IBM Retail Store Solutions Business Partners in Asia Pacific (AP) and Latin America (LA), as well as a distribution list of independent software vendors (ISVs) and IBM sales and marketing professionals. The newsletter covers a wide range of topics specifically related to brands in the Retail Store Solutions portfolio. At any time, recipients can opt out or add colleagues to the distribution list. All newsletter content is Web-hosted, so list members simply receive an e-mail that provides a direct link to the online content.

How to subscribe

PartnerWorld News Hardware Edition

To subscribe, please visit www.ibm.com/partnerworld. Click on the 'News and Newsletters' link in the left navigation panel, then click on 'Newsletters,' then 'PartnerWorld News Hardware Edition' and fill out the profile form. This form helps you set up a personal profile, including your area of expertise (sales, marketing, technical) and the kind of information you wish to receive (articles related to Retail Store Solutions or other IBM brands). To edit your profile, following the same navigation path, then click on 'Update Interest Areas.'

IBM SurePOS Bulletin

To subscribe to the IBM SurePOS Bulletin, please contact Jenny DiSimone at jendi@us.ibm.com. Make sure to indicate your language preference. In AP, options are Japanese, Korean, Simplified Chinese and Traditional Chinese. In LA, options are Brazilian Portuguese and Spanish.



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