

Know Your **IBM**

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Know Your **IBM** is...

A skills-improvement program which helps BP Sales Representatives leverage IBM training to increase solution sales

Two Rewards-based components

- ▶ **Earn & Learn** - Successfully complete selected education modules
- ▶ **Sell & Win** - Achieve and exceed objectives and report revenue

Know Your IBM 2005

■ Business Objectives

- Demonstrate IBM's commitment to Business Partners
 - Build loyalty for IBM solutions
 - Enable the Business Partner Sales Representatives to better sell the value of IBM
- Increase IBM installations in SMB Retail Accounts

■ Rewards

- Based on Skills improvement and Sales achievement
- Complete KYI quick-learn modules and register RSS revenue to earn rewards

Eligibility

▪ Earn & Learn

- Authorized IBM Retail Store Solutions Distributor Sales Representatives
- Authorized IBM Retail Store Solutions Business Partner, reseller, Sales Representatives
 - Solution Providers who purchase products directly from IBM
 - Solution Providers who purchase products from IBM Distributors

▪ Sell & Win

- Authorized IBM Retail Store Solutions Business Partner, reseller, Sales Representatives
 - Solution Providers who purchase products directly from IBM
 - Solution Providers who purchase products from IBM Distributors
- For sales into Small- to Medium-Sized Businesses (SMB)
 - SMB = Businesses with less than 1000 employees and/or less than \$1B in annual sales

▪ Permission based

- Business Partner Firm principle officer or senior executive must agree to allow company sales representatives to participate

Earn & Learn Program

- **Modules created with the Sales Representative in Mind**
 - Designed to take 20 minutes or less
 - Focus on key selling messages
- **5 modules in plan for 2005**
 - Earn 200 reward points per module completed (\$50)
 - Complete all 5 modules by end of 3Q and get rewarded an additional 1000 points (\$250)
 - A point is worth 25 cents
- **Module Topics**
 - The Value of IBM Retail Store Solutions
 - Discover the IBM Anyplace Kiosk
 - IBM Express Offerings from Retail Store Solutions
 - IBM Retail Environment for SUSE Linux (IRES)
 - Selling against PC Cash Drawer

Sell & Win Program

- Earn rewards for recording sales of qualifying Retail Store Solutions products into SMB Customer accounts
- Any participant who registers 80 units from the date of announcement through the end of 3Q 2005 will receive 4000 points (\$1,000)

What Retail Store Solutions Products Qualify?

Machine Type	Description	Unit Measurement
4810	SurePOS 300	Unit
4910	SurePOS 300 Express	Unit
4840	SurePOS 500	Unit
4940	SurePOS 500 Express	Unit
4800	SurePOS 700	Unit
4610	SureMark Printer	Unit
4820	SurePoint Display	Unit
4835	IBM Kiosk	Unit
4845	IBM Anyplace Kiosk	Unit
5724-105	ACE V3	Store
5639-BB4	ACE V4	Store
5799-RYH	ACE V3 Independent Grocer	Store
5639-P49	Store Integrator V1	Store
5799-RYL/RYN	IRES V1 (IBM Retail Environment for SUSE LINUX)	Store

Redeeming Rewards



		choose language →		contact help	
<p>Welcome to the KYI Award Collection</p> <p>Thank you for your participation!</p> <p>You can redeem your award from thousands of exciting award options for famous merchants around the world, or around the corner. From Galeries Lafayette to Macys, from Australia to Canada, and from Singapore to Spain - shop for whatever, wherever, worldwide.</p>		my account			
		redeem my award			
		track your order			
		programme information			

choose whatever, wherever, worldwide[®]

		choose language →		contact help	
<p>enjoy your gift</p> <p>Choose a country, choose a merchant and complete the order form. Gift Certificates for your chosen merchant will then be delivered by mail.</p> <p><input type="text" value="Choose A Country"/></p> <p>Check your award balance →</p>		my account			
		redeem my award			
		track your order			
		programme information			

choose whatever, wherever, worldwide[®]

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Rewards – Products and Services

- **Fashion, Shoes, Accessories**
- **Dining out**
- **Cinemas and Theatres**
- **Hotels**
- **Vacations and Cruises**
- **Electronics**
- **Books and Music**
- **Fitness and Health**
- **Home Décor and Furnishings**
- **Sports and sporting equipment**
- **Toys**
- **And more...**

Rewards – From Top Companies

- **Banana Republic**
- **Bath & Body Works**
- **Bed Bath and Beyond**
- **Blockbuster**
- **Borders**
- **Carnival Cruise Lines**
- **Coach**
- **Dean & DeLuca**
- **Elizabeth Arden Red Door Salons**
- **Gap**
- **Land's End**
- **Macy's**
- **Olive Garden**
- **Pottery Barn**
- **Royal Caribbean**
- **Spiegel**
- **TJ Maxx**
- **Williams Sonoma**

How to participate

- **Business Partner Firms**

- Will receive an email invitation to participate in the program
- The BP Firm's principal officer, senior manager or executive will provide permission by accessing the link provided in the invitation

- **Business Partner Sales Representatives**

- Make sure that your management have approved your participation in this program
- Make sure you have an IBM ID and password
- Go to the Know your IBM website at www.ibm.com/partnerworld/knowyouribm and enroll in the program.

Step 1:

Enter you PartnerWorld ID and password. Web identity validates that you are a member of PartnerWorld.

Know Your IBM

Log into Know Your IBM

Welcome to Know Your IBM 2005.

If you received an email recently to advise you of your KYI ID for 2004, please keep the information safe as it will be required during the next screens.

Your KYI ID is not required on this page.

On this page you must use your **IBM ID** and Password.

(This will be the same ID that allows you access to other entitled areas in IBM PartnerWorld.)

If you are not currently registered with IBM PartnerWorld, please [register](#) now.

[Click here](#) to see the full process to gain access to Know Your IBM 2005.

IBM ID:

Password:

 Submit

 Cancel

Know Your IBM

Step 2:

You will all be new to the KYI program, so select the link for a new registration – shown highlighted here.

Please complete your Know Your IBM registration by clicking one of the following options

You may have received this message because you are new to **Know Your IBM** and have yet to complete your registration. Please [click here](#) to complete your **registration** into **Know Your IBM**.

If you have the details of the ID that was used to access **Know Your IBM** last year, you may migrate your 2004 entitlements to your IBM PartnerWorld ID. Please [click here](#) to complete the **migration** of your entitlement.

After you have completed one of the above, all access to **Know Your IBM** will be by using your IBM PartnerWorld ID.

Step 3:

You will begin the process of self enrollment. Please select continue from this screen.

Self enrollment

The self enrollment function of the Know Your IBM program lets you register your user information with the system and select the program(s) you want to enroll in. Your request is forwarded to your IBM regional Know Your IBM co-ordinator for validation and approval. You will receive on-line notification of registration within 2 Business Days.

NOTE: This function is for users without a user ID and password **only**. If you already have a userID and password, please go back to the previous page and log in.

The process should only take 2 - 3 minutes, and is categorized in the following steps:

1. Select your country and Business Partner or IBM employment status.
2. Select the program(s) you wish to enroll in.
3. Enter and Confirm your profile information.
4. Summary

 Continue

 Cancel

Step 4:

Then select your country and indicate that you are an IBM Business Partner.

Self enrollment

Step 1: Select your country and employment status

The fields indicated with an asterisk (*) are required to complete registration in Know Your IBM; other fields are optional. **If you do not want to provide us with any of the required information, please use the "Back" button of the browser, or close the window or browser session that is displaying on the page, to exit the registration process. No data will be submitted to IBM and this will prevent registration in the Know Your IBM program.**

* Country:

* Status:

 Continue

 Cancel

Self enrollment

Step 5:

Select the Americas - Retail Store Solutions Program.

Step 2: Select the program you wish to enroll in

The fields indicated with an asterisk (*) are required to complete registration in Know Your IBM; other fields are optional. **If you do not want to provide us with any of the required information, please use the "Back" button of the browser, or close the window or browser session that is displaying on the page, to exit the registration process. No data will be submitted to IBM and this will prevent registration in the Know Your IBM program.**

Login information

Below is a list of programs available for you to enroll in. You can click on the program name to get more information on the program's specific offerings.

Available programs

 [Americas - Regional System Integrators](#)

 Continue

 Cancel

Self enrollment

Step 6:

Indicate if you are a reseller or a distributor.

Step 3: Select your user group

The fields indicated with an asterisk (*) are required to complete registration in Know Your IBM; other fields are optional. **If you do not want to provide us with any of the required information, please use the "Back" button of the browser, or close the window or browser session that is displaying on the page, to exit the registration process. No data will be submitted to IBM and this will prevent registration in the Know Your IBM program.**

* User group:

 Continue

 Cancel

Step 7:

Verify that your personal profile information is correct.

Profile information

The role you'll play:	RSI Consultants
Salutation:	Select your salutation ▼
* First name:	Ryan
* Last name:	Faithfull
* Email address:	ryanf@ca.ibm.com
Country:	USA
Phone:	905-316-5560

Your company's ibm partner location ID

Company partner id:

Please contact your IBM Sales Representative if you do not know your IBM Partner ID.

If you leave the Partner ID field blank, you may create your company record in the next step.

This data may be used by IBM or selected organizations to provide you with information about other offerings. To receive this via e-mail, check the first box below. Alternatively, if you would prefer not to receive such information by any means, check the second box.

- Please use e-mail to send me information about other offerings.
- Please do not use this data to send me information about other offerings.

 Continue

 Cancel

Step 8:

Enter your company information.

After you submit your registration, a notice will be sent to you confirming your participation and let you know when you can start learning and earning.

Step 4: Profile information

Checking result of entered new user registration data:

The fields indicated with an asterisk (*) are required to complete registration in Know Your IBM; other fields are optional. **If you do not want to provide us with any of the required information, please use the "Back" button of the browser, or close the window or browser session that is displaying on the page, to exit the registration process. No data will be submitted to IBM and this will prevent registration in the Know Your IBM program.**

Company info:

No company record exists in the KYI database for the PartnerID you entered. Please provide the following information so we can register your company in Know Your IBM. If you know that other members of your company location are registered in Know Your IBM, the PartnerID you entered is probably incorrect. Please return to the previous page and verify, then re-enter your valid PartnerID.

* Company name:	<input type="text"/>
* City:	<input type="text"/>
* Province / state / territory / country:	<input type="text"/>
* Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
* Postal Code / Zip Code:	<input type="text"/>
* Contact phone:	<input type="text"/>

 Submit

 Cancel

After Enrollment

www.ibm.com/partnerworld/knowyouribm

Country/region [select]

Home | Products | Services & solutions | Support & downloads | My account

IBM PartnerWorld > Benefits and resources > Selling resources > Sales incentives and promotions

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Your KYI ID is not required on this page.

On this page you must use your **IBM ID** and Password.

(This will be the same ID that allows you access to other entitled areas in IBM PartnerWorld.)

If you are not currently registered with IBM PartnerWorld, please [register](#) now.

[Click here](#) to see the full process to gain access to Know Your IBM 2005.

IBM ID:

Password:

Country/region [select]

Home | Products | Services & solutions | Support & downloads | My account

IBM PartnerWorld > Selling resources > Sales incentives and promotions >

Know Your IBM

The best way to learn more, earn more, sell more and win more!

My campaigns | [Frequently asked questions](#) | [Get Help](#) | [Log out](#)

Below is a list of the Know Your IBM campaigns you are enrolled in:

- [Americas - Retail Store Solutions: Country--Canada Language--en-US](#)
 Retail store solutions 2005 campaign within Canada and US (2005-Jul-01 ... 2005-Dec-31)

[Back to top](#)

Know Your IBM Homepage

www.ibm.com/partnerworld/knowyouribm

IBM PartnerWorld > Selling resources > Sales incentives and promotions >

IBM PartnerWorld®

IBM strategies

Selling resources

- Sales enablement guide
- Identify opportunities
- Industries and solutions
- Configure, price and propose
- Financing
- Sales incentives and promotions
- Customer references and presentations
- Sales skills

Marketing resources

Products and technologies

Technical resources and support

Training and certification

Order and track products

Events

News

Forms and agreements

PartnerWorld membership


Contact PartnerWorld

Know Your IBM

The best way to learn more, earn more, sell more and win more!

My campaigns | [Frequently asked questions](#) | [Get Help](#) | [Log out](#)

IBM Retail Store Solutions



Americas - Retail Store Solutions

- **Introduction**
- Sell
- Campaign details
- How am I doing?
- Learn
- Winners

Introduction

Start earning rewards today!

Welcome to Know Your IBM 2005!

Know Your IBM is the skills, learning and rewards program for IBM Business Partners.

Know Your IBM will reward you for improving your sales skills and offer you additional rewards for increasing your sales of IBM solutions in the SMB space.

Know Your IBM is designed to help you learn more, sell more, win

Learn

- IBM PartnerWorld®
- IBM strategies
- Selling resources**
 - Sales enablement guide
 - Identify opportunities
 - Industries and solutions
 - Configure, price and propose
 - Financing
 - Sales incentives and promotions
 - Customer references and presentations
 - Sales skills
- Marketing resources**
- Products and technologies**
- Technical resources and support**
- Training and certification**
- Order and track products**
- Events**
- News**
- Forms and agreements**
- PartnerWorld membership**
- Contact PartnerWorld**

Know Your IBM

The best way to learn more, earn more, sell more and win more!

My campaigns | [Frequently asked questions](#) | [Get Help](#) | [Log out](#)

IBM Retail Store Solutions



Americas - Retail Store Solutions

- Introduction
- Campaign details
- **Learn**
- Sell
- How am I doing?
- Winners

Learn

Below is a list of available modules. When you select an available module it will open in a new pop-up window. When you have finished reading the module, please take the quiz (also in the pop-up window) to complete the module. At the end of the module you have the option to print it or take a quiz.

When you have completed the quiz, you can close the window.

Modules:

#	Module title	Launch module	Status
1	The Value of IBM Retail Store Solutions	Flash	Not completed
2	Discover the IBM Anyplace Kiosk	Flash	Released

Report Sales

Register a new invoice:

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, **please use the Back button on your browser, or close the window or browser session that is displaying this page, to return to the previous page.**

Values displayed are in your local currency. Please enter only numeric characters.

Invoice number: *

Date on invoice: *

RSS Sell:

Select a product:

Invoice amount: *

Business segments:

[↑ Back to top](#)

Previously registered invoices

Invoice number:	Invoice date:	Submitted on:	Amount on invoice:
Total invoices: 0 Total page(s): 0 Page no: 0			

Track Performance

At-a-glance Status in Know Your IBM

How am I doing?

Learn results:

Module number:	Module read:	Quiz taken:	Quiz passed:	Date quiz completed:	Module & Quiz Done on time:
1	✓	✓	✓	2004-10-25 03:55:45	✓
2	✓	✓	✓		✓
3					

You have completed 2/2 modules.

You can see your exact progress in the chart above.

Learn awards:

Points Earned Through Modules: **120.0**

Sell results:

Total amount: **344400.0**

Total Qualifying Revenue Submitted: **200000.0**

*Know
Your* **IBM**

Thank you

FAQ

> Am I eligible for the Know Your IBM program?

- Know Your IBM is open to you if you are a sales representative in an IBM Business Partner organization that has achieved at least Member level in IBM PartnerWorld
- Your local management must give their approval to your participation in this program
- Know Your IBM further strengthens the benefits available to qualifying IBM Business Partners
- Not all benefits are available in all countries, make sure you check the Program Rules to see how they apply to you
- Visit the Know Your IBM site for further details: ibm.com/partnerworld/knowyouribm

> How do I register for Know Your IBM?

- If required, you must first obtain agreement from your local management
- You must have a valid IBM ID and Password (the same ID and Password that lets you access other IBM PartnerWorld offerings)
- Click on register to complete some simple self-profiling questions
- Your request for participation will be responded to within two days
- Visit the Know Your IBM site for further details: ibm.com/partnerworld/knowyouribm

> How many participants can enrol in the Know Your IBM program?

- As long as you are an RSS reseller you may participate in this program

> How can I improve my earnings and chances to Win from Know Your IBM?

- Each module that you complete successfully could earn rewards – make sure you take each one
- Registering your sales of incentive-bearing products and services will earn even greater rewards
- Visit the Know Your IBM site regularly to learn about other reward opportunities throughout the year

> What awards are included in Know Your IBM program?

- You can earn Know Your IBM **points** by successfully completing **Quick Learn** modules and recording your **Sales** of qualifying products
- You – or your company – may then exchange these points for thousands of items in our on-line catalogues
- We shall announce additional opportunities to receive rewards from Know Your IBM

> What is a Quick Learn module?

- Quick Learn modules are short eLearning offerings that can help you improve your sales skills and awareness level of IBM solutions
- Each one has been specially created with you, the Sales Representative, in mind – focusing on the key selling points of IBM offerings
- Successful completion of modules can earn Know Your IBM points to be exchanged for goods and services from hundreds of merchants in the on-line selection
- Each module is designed to give high-level knowledge and sales tips. Average completion time is under 20 minutes

> Who do I contact if I need more information about Know Your IBM?

- Please contact your IBM representative for further details
- Visit the Know Your IBM site at: www.ibm.com/partnerworld/knowyouribm
- Or contact the Know Your IBM team ID: kyi@ca.ibm.com or Nancy Greene at nagreene@us.ibm.com