



IBM Impact Business Partner Café

Located in the Solution Center, the Business Partner Café at Impact is the perfect place for Business Partners to network with other Business Partners, meet with your IBM team to build future plans and to conduct one-on-one meetings. Gain access to IBM Subject Matter Experts to learn the latest news on the WebSphere portfolio, Business Partner programs, technical and sales enablement offerings and marketing resources.

www.ibm.com/impact

Café sponsored by:



www.ingrammicro.com

Café Hours

The Cafe will be open during Solution Center hours Sunday – Wednesday:

- Sunday, April 29 5:00 p.m. - 7:30 p.m.
- Monday, April 30 10:15 a.m. - 4:00 p.m. | 5:30 p.m. - 7:30 p.m.
- Tuesday, May 1 10:15 a.m. - 4:00 p.m.
- Wednesday, May 2 10:15 a.m. - 2:00 p.m.

Café Table topics

1. Business Partner Lead Passing
2. Business Partner Marketing, Mid Market and Small Deals
3. Create New Revenue Streams with IBM Cloud Solutions
4. IBM Global Finance
5. IBM ISV and Developer Relations
6. IBM Mobile Platform
7. IBM PartnerWorld Programs and Incentives
8. IBM Expert Integrated Systems
9. IBM Tools to Enhance your Business
10. IBM WebSphere Sales and Technical Enablement
11. Information Management - Big Opportunities and Big Profits!
12. Tivoli Sales Enablement
13. IBM Business Analytics



Abstracts: Table topics – IBM Impact Business Partner Café

1. Business Partner Lead Passing

IBM is committed to their Business Partners as the route to market for mid-market and small deals. As an extension to IBM's large sales teams IBM generates many opportunities for our Business Partners. We'll help you understand IBM's Lead Management Process and how to best position yourself to receive leads from IBM. This process reinforces our commitment to our Business Partner channel and aims to treat all Business Partners fair and equitably.

2. Business Partner Marketing, Mid Market and Small Deals

Come by and visit with our WebSphere Business Partner Marketing team to learn about new marketing programs and solution areas that will help grow your business. Spend some time with us to understand how to leverage co-marketing funds, how to host an [Impact Comes to You](#) or other type of demand generation event, or how to increase the profitability of the solutions you offer to your customers.

3. Create New Revenue Streams with IBM Cloud Solutions

Leverage IBM to help your customers realize the value of cloud computing, and create new opportunities with higher margins. Stop by to learn about the new SVP Cloud Authorization and PartnerWorld Cloud Specialty programs, and how you can earn added incentives and benefits. Find out more about how you can build your pipeline with a myriad of cloud opportunities:

- Integrating Cloud applications with WebSphere Cast Iron
- Reselling IBM BlueWorks Live
- Developing and testing on the IBM Smart Business Cloud
- Deploying private cloud solutions with the new IBM Workload Deployer
- Creating new Cloud applications on WebSphere application infrastructure

4. IBM Global Finance

IT budgets remain tight, yet savvy companies—whether it's your clients or your own firm—must invest if they want to grow. Break through budget limitations with IBM Global Financing solutions. Simplify software, hardware and service solutions (including your own services) into a single, affordable monthly payment for your clients. Help free up cash for more strategic investments, and better align costs to expected business benefits. Come by and discuss how you can take advantage of financing solutions to grow your business.

5. IBM ISV and Developer Relations

Our mission is to drive leadership for IBM by building a community of skilled Business Partners, academia, startups and professionals who use, recommend, and add value to IBM and IBM Business Partner products and solutions. Learn about our rich portfolio of offerings, including programs available to help you deliver greater client value within the industries you serve.

6. IBM Mobile Platform

Come learn how to leverage IBM's capabilities for mobile application development. IBM's intent to acquire Worklight provides mobile offerings that span application development, integration and management, with a secure, open platform that speeds delivery of existing and new mobile applications to multiple devices.



7 **IBM PartnerWorld Programs and Incentives**

Are you taking advantage of all benefits available to you as an IBM Business Partner? Do you have questions about your PartnerWorld relationship such as the benefits, membership level, Web site or profile? Come visit the experts to learn how to fully leverage your relationship and maximize your opportunity to earn more selling IBM Software!

8 **IBM Expert Integrated Systems**

Learn about IBM's new Expert Integrated Systems, a system with integrated expertise that combines the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance tuned to the workload – fundamentally changing the experience and economics of IT.

9 **IBM Tools to Enhance your Business**

Want the potential to earn more with IBM Software in 2012? Visit the onsite experts to explore IBM Software tools such as the Business Partner Profitability tool, the Grow Your Business tool and the Business Partner Locator. We can help you enhance your PartnerWorld Profile System record to better market your company to potential clients and to easily find complimentary products to add to your current IBM Software portfolio.

10 **IBM WebSphere Sales and Technical Enablement**

Do you need to build or further develop your, or your employees' WebSphere sales and technical skills but not sure where to turn? Visit the Business Partner enablement experts to learn about the programs and resources available to help you be even more successful!

11 **Information Management - Big Opportunities and Big Profits!**

Why IBM Information Management? Information Management software integrates data and content to deliver information that is always available, always complete and always right. Join expert members from our Product Segment team and engage in strategy discussions regarding our Information Management portfolio: Data Governance, Information Integration and Governance, understand our positioning of Netezza, IBM Smart Analytics Systems and DataWarehousing offerings. Learn what assets we have available to make you successful in the marketplace. We can also work with you on the up selling or cross selling opportunities of our portfolio.

12 **Tivoli Sales Enablement**

Maximize your revenue by using the latest channel tools and sales enablement resources. We can help you learn how to build skills fast, navigate through PartnerWorld, access sales kits, training roadmaps and much more. In particular, we are very excited to tell you about the latest enablement resources available for our IBM SmartCloud Technologies!

Come by and find out what's available for you:

- Sales Resources
- Face to Face Enablement
- Virtual Training

13 **IBM Business Analytics**

Are you seeking new growth opportunities for your business? Want to deliver greater client business value and increase your profit potential? Visit the Business Analytics table in the Business Partner Cafe to learn how this unique portfolio delivers decision-ready, interactive, personalized information to anyone, anywhere and any time, all the while satisfying IT's need for management and compliance.