*Acquire SOA skills, get your applications SOA-ready, energize your SOA demand*
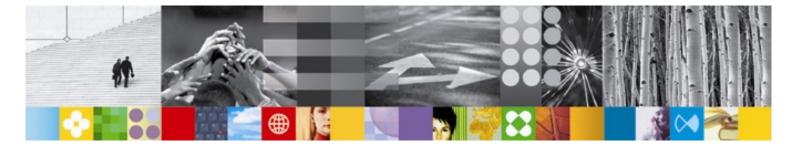
**IBM**

# PartnerWorld® Industry Networks
# IBM SOA Business Partner Community

## Highlights

- **Development support for your SOA business**

- **Resources to build skills, create solutions and help deliver value**

- **Go to market benefits that leverage the IBM brand and SOA market momentum**

- **Strength from IBM SOA expertise and experience**

Clients are asking for it – according to Gartner, Inc. by 2008, "Service Oriented Architecture (SOA) will provide the basis for 80 percent of new development projects". To help  IBM Business Partners develop skills in the IBM SOA Foundation, support SOA implementations with their customers and win in the SOA market, PartnerWorld Industry Networks built the SOA Business Partner Community and SOA Specialty. Consultants, integrators, resellers and solution providers who support the IBM SOA strategy are welcomed.
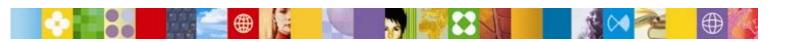
### SOA = Business Partner Opportunity
Adopting SOA may represent a tremendous opportunity for IBM Business Partners to significantly improve flexibility, raise client satisfaction, reduce total cost of ownership (TCO), and increase ease of integration and sales opportunities by:

- Enabling rapid reconfiguration of solutions to better implement customer's business process requirements
- Integrating with the customer's preexisting complementary, competitive and legacy technologies
- Supporting reuse of software assets across multiple integration engagements
- Shielding modifications to vendor-supplied functionality and interfaces from the application or IT

### PartnerWorld Industry Networks
### SOA Business Partner Community
PartnerWorld Industry Networks designed the SOA Business Partner Community to enable, energize and support Business Partners interested in developing or implementing SOA applications. Basic SOA Business Partner Community participants enjoy technical and sales enablement designed to grow their SOA

skills and business. The SOA Specialty delivers strong go to market benefits to IBM Business Partners that meet the SOA Specialty Criteria**.**

SOA Business Partner Community participants enjoy the benefits of PartnerWorld Industry Networks, in addition to benefits specifically developed for the SOA Business Partner Community and SOA Specialty.

### SOA Benefits – Marketing

From the SOA Business Partner Community newsletter to discounted advertising to offers for demand generation resources such as solutions-daily.com and KnowledgeStorm SOA marketing benefits may help you achieve marketplace advantage. SOA Business Partner Community newsletter lets you have the inside track on the latest IBM SOA developments while the other marketing benefits allow SOA Specialty participants to extend customer awareness and drive demand by leveraging IBM market momentum.

### SOA Benefits – Technical

SOA Technical benefits support skill development and solution building. Whether you are developing applications or implementing them, to be effective in the SOA market you need to build skills and experience. Then apply those skills and experience to build solutions for customers.

SOA Business Partner Community offers personalized enablement through the IBM Virtual Innovation Center. The Virtual Innovation Center provides on-line education, direct access to SOA enablement architects, system architectural reviews and customized porting recommendations. There are also SOA Technical Education Workshops to give you hands on experience with the IBM SOA Foundation

To expedite solution development for Mid-market customers, SOA Solution Builder Express defines a solution to a specific business problem and provides a blueprint for architecting and developing a solution that aligns with the SOA Mid-market Solutions Reference Architecture.

### SOA Benefits – Collaboration

Industry Network Connection Events for SOA are designed to give SOA Specialty participants an opportunity to share experiences and learn from each other. They are a great way to expand your network of contacts and potentially tap into new market opportunities.

### SOA Benefits – Selling

To help you successfully sell SOA, the SOA Selling benefits include the SOA SMB Sales Playbook and Pipeline Kit, a toolkit that supports SOA selling from process modeling to business case development to solution definition and the opportunity to hook up with IBM SOA Sales Representatives through PartnerWorld Industry Networks Sales Connections. Leverage IBM SOA expertise to sell SOA to your customers.

### Join the SOA Business Partner Community

The SOA Business Partner Community and SOA Specialty offer you the resources and tools to build your SOA business. Win in the market with IBM SOA – visit ibm.com/isv/soa to learn more.