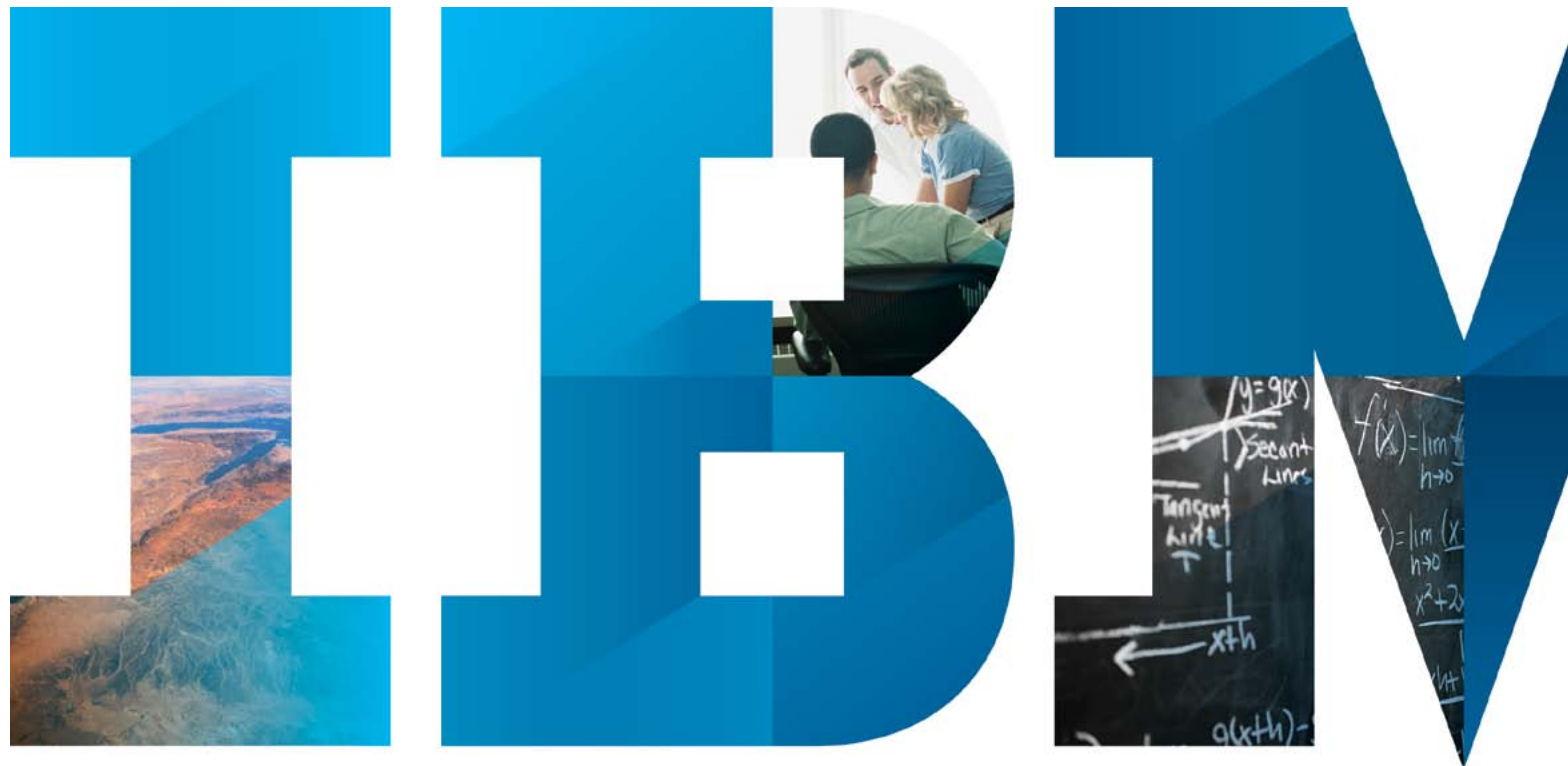# Let's Build A Smarter Planet Together

Greater innovation. Sustained strength.
Access to a world of opportunity.

IBM®

Welcome

Dear IBM Business Partner,

On behalf of IBM's Global Business Partner team, I'd like to thank you for teaming with IBM. Our mission is to enable and strengthen your success as we go to market together.

The IBM PartnerWorld program plays a pivotal role in helping us achieve this objective. It is the framework for our investment in you and the way we deliver valuable support and resources to assist you as you develop and sell IBM-based solutions, products and services.

This Program Guide is designed to help you understand and navigate this support. In addition to providing an overview of PartnerWorld and insight into how to get started, the guide offers a quick view of some of the benefits available to you in key areas, including:

• Marketing   • Selling   • Technical Support   • Training   • Collaboration

Keep in mind, the benefits profiled in this guide represent a sampling of the rich support available through PartnerWorld. I encourage you to visit the PartnerWorld portal to learn more. Also, be sure to keep your PartnerWorld profile updated to ensure that you reap the maximum value from our collaboration.

Jamie Mendez
Program Director, IBM PartnerWorld

Click to view

Overview

IBM PartnerWorld
Paving new avenues of growth

Welcome to IBM PartnerWorld. We're glad you've joined. As an IBM Business Partner, you are not only better equipped to uncover opportunity and to find new avenues of growth, but you also can better satisfy client requirements for innovative solutions and serve as their trusted, strategic partner. The support we provide enables you to create unique value for your clients – offering them easy access to innovation across the IT continuum.

We strive in everything we do to offer the industry's best Business Partner experience – a relationship infused with trust, reliability, respect and value. Though we live in a world where change is complex and constant, IBM's relationship with Business Partners is governed by unchanging values and a consistent vision. These values and our commitment to our Business Partners are articulated in the IBM Business Partner Charter. Together, we are uniquely positioned to shape a new era of leadership and growth. We look forward to a long and prosperous collaboration – and one that benefits our mutual clients and delivers value.

Continued

Business Partner Charter
Six Guiding Principles

1. IBM Business Partners are vital to IBM's business.

2. Our relationship is a collaboration of equals.

3. We invest in IBM Business Partners' success.

4. We strive to provide the industry's best Business Partner experience, in all respects.

5. We work with our Business Partners to seize the opportunities presented by a smarter planet.

6. We ground our relationships in the core values of IBMers.

Overview

Market Dynamics

Support available through PartnerWorld not only plays to our collective strengths, but also to key market trends that are influencing IT purchasing today in a profound way. Clients, for instance, are looking for solutions and services rather than just products. Similarly, they want sustained relationships with vendors instead of product-centric transactions.

These trends and huge growth among small and medium businesses are reshaping your business and our collaboration.

Opportunity-rich midmarket

The marketplace is full of opportunity to help clients create new value and increase competitiveness. Nowhere is that opportunity more pronounced or lucrative than in the small and medium business market. Small and midsize companies are investing in information technology to reach new customers, improve decision making, better manage information, reduce risk and much more. They want smarter solutions and our market research confirms that they want to acquire the technology through local providers.

As our Business Partner, you are the preferred conduit for the IBM-based solutions and services aimed at midsize companies. You are IBM's primary route to market in this opportunity-rich space. With this in mind, PartnerWorld offers wide-ranging support to help you go after and win new business and deliver even greater client value. Resources available are designed not only to empower you, but to help you create demand in the midmarket and among clients of all sizes and across business and industry.

A focus on skills

New and deeper skills are required to deliver solutions and services that address client business challenges extending beyond their IT needs. In today's environment, deeper, more consultative skills can be a powerful differentiator.

Through PartnerWorld, you have many opportunities to build and enhance skills that can help you pursue higher value opportunities. Advanced skills, for instance, enable you to resell authorized IBM software and hardware products, and can increase client satisfaction. You can develop new skills or refine existing ones through a variety of initiatives designed to enhance your expertise. This is the impetus for our specialties initiative, which recognizes and rewards specialized skills and successes demonstrated in key solution areas. By engaging clients in higher value conversations and focusing on business needs that transcend IT, a more meaningful, lasting dialogue can be started. The stage is set to deliver higher value solutions, selling more and harnessing the momentum of IBM's Smarter Planet initiative.

*Continued*

Overview

Smarter Planet

The world continues to grow smarter and more complex – and at a faster pace than ever. Markets move more quickly. Intelligence is being infused into the systems and processes that make the world work. Economies are more interconnected. Enterprises must reach farther and integrate more – more people, more systems, more software, more processes.

In this fast-moving environment, opportunity has grown for information technology firms that meet the increasing demand for solutions. This includes innovative hardware such as cloud and smarter computing, software, services and financing that inspire growth, create value for clients and solve the complex challenges that organizations face.

Today, it's all about building a smarter planet together – leveraging cloud computing, analytics or IBM services and software, for instance, to deliver meaningful value. This is why tens of thousands of IT firms around the world put the power of IBM behind their business. Collaboration is crucial. Innovation is essential. Strength and specialized skills are necessary to build and sustain leadership. The vision to see – and create – a smarter future and more intelligent solutions is critical for clients and the firms they select to help them change the game.

Together, clients, IBM and Business Partners are delivering on the promise of a Smarter Planet in businesses of all sizes – from enterprises to small and medium businesses.

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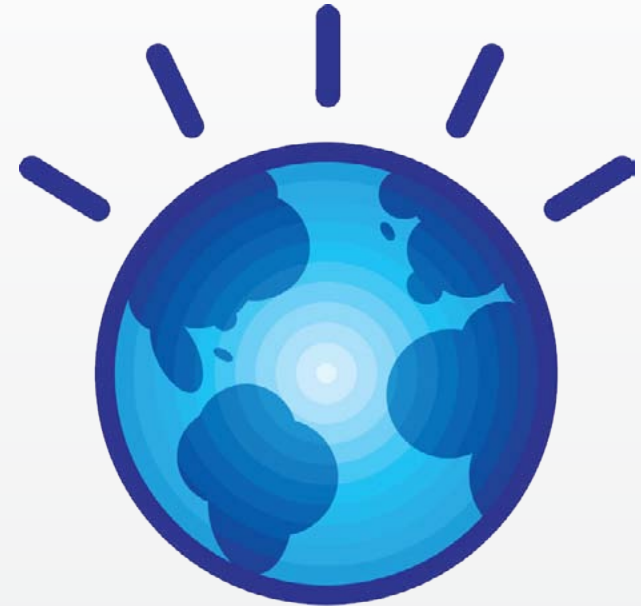
Overview

IBM Beacon Awards – Your Chance to Shine

Awarded annually, the IBM Beacon Awards recognize an elite group of IBM Business Partners, from around the world, for their innovative solutions and technical excellence based on IBM products, services and solutions.

The awards not only put your firm in the spotlight, but on a path to greater opportunity through industry recognition, increased visibility and broad promotional opportunities. These awards, judged by a panel of leading external analysts and internal IBM senior management professionals, recognize achievements across a wide range of product and solution areas. Winners are recognized for having raised the standard for business excellence and customer satisfaction. ■

Getting Started

A world of opportunity

In this guide, you'll find information on the wide range of PartnerWorld benefits designed to help you engage clients in higher value conversations, win business, drive higher margins and increase your profitability every step of the way. While no two Business Partners are alike, many share some of the same requirements – and want support in similar areas. So whether you resell IBM hardware or software, market IBM services or develop applications on an IBM platform, there's a wealth of resources for you in IBM PartnerWorld.

Aim High

PartnerWorld rewards your investments in IBM through a tiered program with three participation levels:

- Member
- Advanced
- Premier

Business Partners who invest more in their IBM relationship can receive higher-value benefits and resources through PartnerWorld across five categories: Marketing, Selling, Technical, Training, Collaboration.

Benefits in each of these areas are designed to support you across the sales cycle. There is no charge to join or participate in

As a PartnerWorld member, you can customize your experience based on your interests – and choose benefits that align with your precise requirements.

PartnerWorld, but the benefits you can access are extremely valuable – and more so as you deepen your connection with IBM and move to higher levels in PartnerWorld. The more you align your business with IBM – increasing sales, collaborating with other Business Partners, demonstrating valuable expertise – the more we can connect you to opportunity.

Participation at Advanced and Premier levels is based on attaining points in four key areas: skills, revenue, client references and customer satisfaction.

Ascending to a higher level not only enables you to access higher-value benefits, but also helps increase the value you can deliver to clients.

Moving up is straightforward. Point values are assigned to Advanced and Premier levels, charting a clear, but flexible path-way to more robust support and opportunity. You can qualify as an Advanced level Business Partner by earning points across
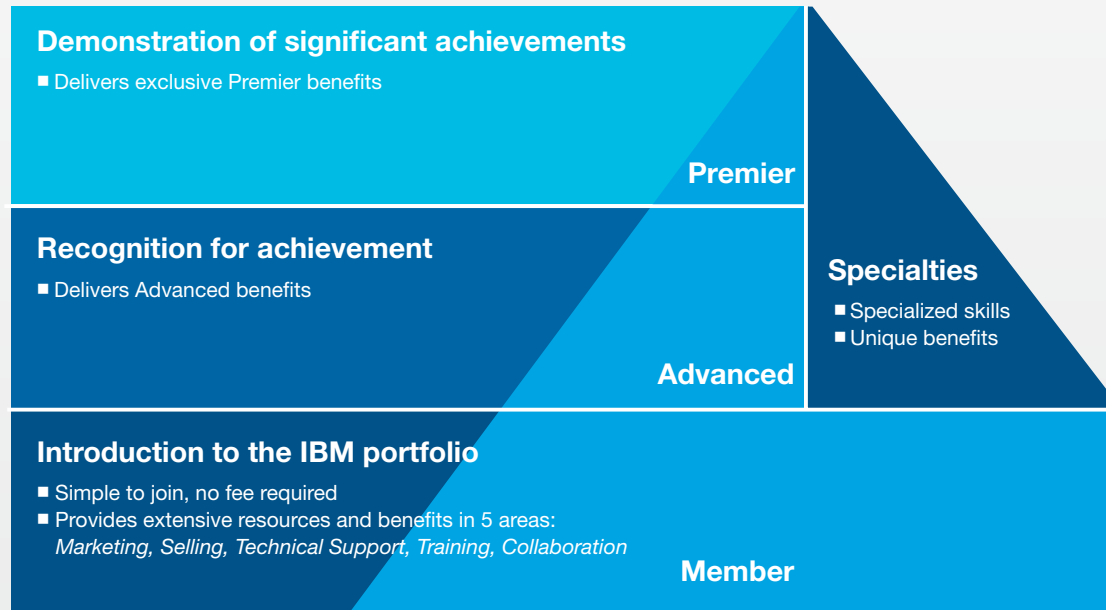**Continued**

Getting Started

the four categories. At the Advanced level, for instance, points are rewarded for skills demonstrated. Premier level can be achieved by attaining additional points and achieving a higher requirement for skills.

Moreover, special incentives are in place to help you move up to higher levels of participation at an accelerated pace when you are focused on the midmarket. Revenue from small and medium

business accounts earn three times the point value of equivalent revenue from large enterprise accounts. But whatever path you choose, PartnerWorld provides access to increasingly valuable support as you deepen your investment in our collaboration.

Continued

Demonstration of significant achievements
- Delivers exclusive Premier benefits

Premier

Recognition for achievement
- Delivers Advanced benefits

Advanced

Specialties
- Specialized skills
- Unique benefits

Introduction to the IBM portfolio
- Simple to join, no fee required
- Provides extensive resources and benefits in 5 areas:
  Marketing, Selling, Technical Support, Training, Collaboration

Member

Getting Started

IBM Specialties

Specialized skills and solutions differentiate you – and that's the value of Specialties. Once you've demonstrated your technical excellence in a particular specialty area, we'll help fund marketing and business development activities to help you uncover

opportunity. We'll offer you greater visibility among IBM clients and sales teams looking for the skills and solutions you've cultivated. We'll provide technical training and support, as well as collaboration resources.

Continued

Criteria in North America, Latin America and Japan	
Skills/Solutions *(please see minimum requirements at the end of this table)*	**Points**
Mastery test/Sales certification/entry technical certification certification/selected non-IBM	1
Technical certification (not entry, advanced or expert level)	2
Advanced/Expert technical certification	3
Verified Business Partner Solution	4
Total revenue	
$ 60K Total Software	1
$ 60K Total ISV influenced	1
$ 80K Total Services	1
$ 80K Total System x and Retail Store Solutions	1
$ 400K Total Server and Storage (excluding System x)	1
Midmarket revenue (added to total revenue points)	
$ 30K Midmarket Software	1
$ 30K Midmarket ISV influenced	1
$ 40K Midmarket Services	1
$ 40K Midmarket System x	1
$ 200K Midmarket Server and Storage (excluding System x)	1

Verified client reference	Points
Verified client reference	1
Customer satisfaction	
Conducted Customer Satisfaction Survey via 3rd party	1
Achieved NSI	
79-85	2
86-100	4
Targets	
Advanced	*Premier*
10 points	30 points
Skill point minima and maxima *(Point requirements vary by geography)*	

* Advanced participation level requires a minimum of 6 IBM skill points.
* Premier participation level requires a minimum of 12 IBM skill points.
* An individual may count no more than five skill points (IBM and non-IBM) towards the firm's level.
* A firm earns 4 points for a Verified Business Partner Solution for each IBM product or service that is leveraged by the solution.
* A firm may count no more than 8 points for a single Verified Business Partner Solution.
* A firm may count no more than 16 points for Verified Business Partner Solutions towards PartnerWorld level.
* A firm may meet the minimum skills requirements for Advanced and Premier participation level using a combination of certification/mastery skills and Verified Business Partner Solutions.

Getting Started

The criteria that qualify you for Advanced and Premier PartnerWorld levels also determine eligibility for specialty areas that give you access to higher margin deals, greater customer value and visibility, and more recognition for your expertise, Specialties can help make you just that – special.

Your PartnerWorld Profile – Your Key to Benefits and Resources

PartnerWorld is designed to provide a Business Partner experience that is tailored to your needs. The key to this tailoring is the PartnerWorld Profiling System (PPS). Your PPS profile maintains information about your company's PartnerWorld level, eligibility for benefits, access to Web resources and your personal communication preferences. Through your profile, you tell us who you are and what you are interested in and we deliver the support you want. It's especially important to update your profile every six months to ensure that we continue to keep you informed of news, special offers and program enhancements. Moreover, it's through your profile that we are better able to connect you with opportunity aligned with your solutions and skills.

The PartnerWorld Web site is your key point of access to the resources and benefits available to you as an IBM Business Partner. Access to specific benefits will depend on where you do business and your membership level in PartnerWorld. In addition to many no-charge benefits offers through PartnerWorld, you can purchase the IBM Value Package containing a rich set of benefits, including education reimbursement, technical support, and access to IBM software.

One of the best ways to become better acquainted with the support available from IBM is to spend a little time on the site. Take a tour of the PartnerWorld Web site. You also can click on the benefits listed in this guide to learn more about support available. An additional enhancement coming to IBM PartnerWorld is the ability to customize your PartnerWorld Web experience based on your personal preferences.

Continued

Getting Started

The IBM Business Partner Mark – A Symbol of Excellence

The IBM Business Partner is emblematic of the value of your collaboration with IBM. The mark signifies expertise and achievement, and communicates your connection to IBM and the level at which you participate in PartnerWorld. And, as you demonstrate higher levels of accomplishment, your success is reflected in the mark you've earned. Achieving specialties and authorizations in key areas, for instance, are reflected in the emblem you can use.

We're Here to Help

If you have questions about PartnerWorld or the benefits and resources we offer, just reach out to our PartnerWorld Contact Services team. They are available to assist you by telephone, live chat, or email, in your local language.

Continued

Premier Business Partner IBM

Advanced Business Partner IBM

Business Partner IBM

Specialty
Cloud Computing

Authorized Software Value Plus
Security

Authorized
Storage

Beacon Award
Winner 2011

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Getting Started

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Roadmaps to growth:
Setting our sights set on the same destination

Our joint opportunity to deliver solutions is vast – particularly in areas like the midmarket. By identifying the richest opportunity areas and pursuing these priorities together, we can ensure that we are delivering solutions where clients need us most.

With this in mind, we've identified growth areas where together we can make the most impact:

- **Business Analytics**
- **Cloud computing**
- **Industries**
- **Services**
- **Smarter Computing**
- **Software**

We've developed roadmaps to help you pursue opportunities in these areas. Click on the priorities that make the most sense for your business and you'll have access to a wealth of resources that can help put you on the path to growth and opportunity.
Continued

Getting Started

Business Analytics

IBM Business Analytics software provides world-class planning, predictive analytics and Business Intelligence software and services to help companies plan, understand, manage and predict financial and operational performance.

Value to you

- One of the fastest growing opportunities in the IT market
- New revenue streams from expanded solutions portfolio and higher margin deals through services opportunities
- Allows customers to embrace business analytics to help drive unprecedented growth

Learn about Business Analytics

- BA 101
- IBM Cognos 10 & Business Analytics Messaging

Selling Business Analytics

- Business Intelligence sales preparation
- Financial Performance Management sales preparation
- Midmarket sales preparation
- Predictive Analytics sales preparation

Business Analytics solutions for Industry

- Business Analytics for your industry white paper
- About solutions for your industry
- Business Analytics for Banking white paper

Continued

Getting Started

Cloud Computing

This IT delivery and consumption model delivers IT services over the network using virtualized, standardized, automated, and scalable resources. Services allow end-user control, self-management, and a pay-per-use model.

Value to you

- One of the fastest growing opportunities in the IT market
- Provides new revenue streams from expanded solutions portfolio
- Access higher margin deals through services opportunities

Learn about Cloud Computing
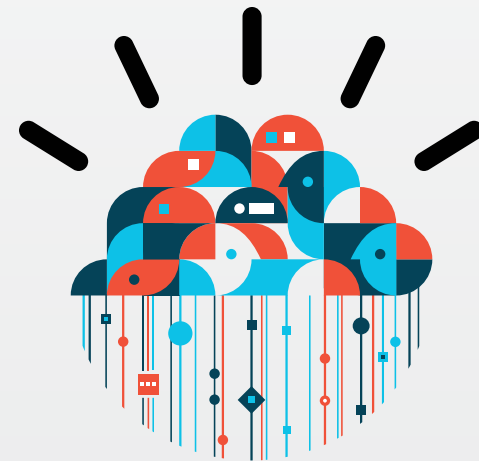
- Business Partner presentation
- Quick reference guide

Selling Cloud Computing

- Cloud Computing for Midmarket
- Business Partner sales guide
- KYI Cloud module

Building solutions for Cloud Computing

- Enabling an application for delivery from the cloud
- Solutions for building cloud infrastructures
- IBM Cloud services for Business Partner resell

Continued

Getting Started

Industries

Providing industry-specific solutions and skills represents a tremendous opportunity for IBM and IBM Business Partners around the world.

Value to you

- Reduces risk with reusable implementation patterns and support for industry standards
- Provides flexibility with choice of applications and services from IBM and IBM Business Partners
- Increases revenue potential with higher value solutions sales

Build industry skills

- Industry Virtual Summit: Technical and sales training and education
- Industry reports: Best practices and transformational opportunities by industry

Marketing and selling industry solutions and services

- Benefits and resources for ISV Business Partners
- Benefits and resources for Reseller Business Partners
- Client reference submissions: Gain exposure with IBM sales representatives and Business Partners
- IBM Software Value Plus Industry Authorization

Validate your industry solutions

- IBM Industry Frameworks: Solution platforms based on specific usage and industry standards

Continued

Getting Started

Services

The IT industry is on the cusp of a new phase of growth driven by increasing computing power, new connectivity and collaboration capabilities and emerging technologies. IT services from IBM can help you capture opportunity in the marketplace and profitably grow your business.

Value to you
- Increase Revenue and Profit - generate additional revenue with an attractive ROI
- Become more competitive - capture a greater proportion of your customers' IT spending selling high value solutions
- Expand your business - by complementing your capabilities and enabling you to concentrate on core strengths

Learn about the IBM Global Technology Services (GTS)
- Driving bottom line results for Business Partners and their clients (web lecture)
- GTS Cloud Services Introduction and Overview (web lecture)
- GTS Cloud Services (brochure)

Marketing Services
- GTS marketing kits - designed to help you create and execute effective marketing campaigns
- GTS Web Content Syndication – showcase GTS content on your website quickly and at no cost
- IBM Co-marketing center – review co-funding opportunities for your marketing campaigns

Selling Services
- PartnerWorld Services website - links to sales kits, tools
- Cloud Services website - links to sales kits, tools

Continued

Getting Started

Smarter Computing

Smarter comes to computing – designed for data, tuned to the task and managed in the cloud. As our planet becomes instrumented, interconnected, and intelligent, businesses are transforming IT to deliver value and economics. Smarter Computing is the new era of IT.

Value to you
- Deliver innovative solutions to solve complex technology challenges
- Cross-sell opportunity across hardware, software and services
- Opportunity to engage clients on high-value and high growth initiatives

Learn about Smarter Computing
- Introducing Smarter Computing (14 min. Webcast)
- How to tell the Smarter Computing story

Marketing Smarter Computing
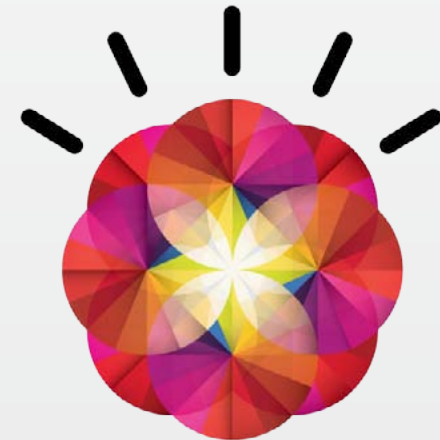- Smarter Computing advertising videos
- Smarter Computing Client Case Studies

Selling Smarter Computing
- Smarter Computing "at-a-glance" for Business Partners
- Smarter Computing conversation guide for Business Partners

Building solutions for Smarter Computing
- Optimized Systems
- Big Data
- Cloud

Continued

Getting Started

Software

Maximize your profits by reselling IBM software based on your clients' needs and your investment in skills. Once you qualify, IBM Software Value Plus (SVP) provides access to enablement and lucrative earning opportunities.

Value to you

- Boost business growth through SVP
- Develop advanced skills in growing market segments, demonstrate your effective solutions and boost your profits by becoming authorized to resell SVP Authorized IBM Software Products
- Expand your sales and networking opportunities, and edge out competitors with lucrative incentives and benefits

Learn about Software Value Plus

- Software Value Plus Authorization

Marketing IBM Software

- Case studies and client success stories: Promote your success
- Competitive Market Intelligence: Understand your market and create a plan
- Web Content Syndication – showcase software content on your website quickly and at no cost

Selling IBM Software

- Software sales and marketing plays: Multiple tactics to enable your success
- Software sales kits: Ready-to-use materials that help you generate leads and support selling activities

Build your solutions portfolio

- IBM Software Acquisitions Portal: Targeting high-value, high growth segments through new acquisitions

Continued

Getting Started

Teaming with IBM as a Managed Service Provider

IBM Business Partners around the world are helping companies solve complex challenges, simply. In the midmarket alone, Business Partners lead the way with solutions enabling clients to innovate, adapt and grow at a faster pace and across a wider stage.

One of the most compelling opportunities in the midmarket today is managed services. This fast-growing IT segment can be richly rewarding. Margins are higher. Revenue is recurring. Deeper client loyalty can be cultivated as you become a more pivotal technology partner delivering a range of solutions and services to help clients improve business outcomes.

Collaborating with IBM is the gateway to new and emerging opportunities – and this includes growing your business as a managed services provider (MSP).

Enormous opportunity

Today, companies are actively pursuing analytics to improve decision making and operational efficiency. Social business is on the rise. And, cloud computing is widely acknowledged as the way to optimize costs while increasing uptime and scalability.

Together, these dynamics create enormous opportunity for IBM Business Partners, and especially in managed services. Tap into

Valuable support for Managed Service Providers through IBM PartnerWorld

- Education and training
- Co-marketing and demand generation
- How-to guides
- Market intelligence
- Collaboration resources
- Technical support
- Solution roadmaps
- Financing

IBM's next-generation technology and expertise – combine it with the unique value you add to deliver marketing-leading managed services.

A portfolio of solutions for delivering managed services

IBM has a broad and deep portfolio of offerings that makes it simple and profitable to team with us to deliver:

- Application services such as CRM, collaboration and business analytics.
- IT services such as security, backup and recovery, and desktop management.
- Infrastructure services such as network, storage and servers, database, middleware and application development.

Continued

IBM

Getting Started

Industry-leading offerings
Managed Service offerings take advantage of IBM industry-leading technology. Go to market with IBM in new, more profitable ways. Entry-point offerings include:
IBM WebSphere Cast Iron Cloud Integration
IBM Tivoli Service Manager Quick Install
IBM Tivoli Endpoint Manager
IBM Storwize V7000 Unified
IBM BladeCenter Foundation for Cloud
IBM Managed Security Services
IBM Tivoli Storage Manager Suite for Unified Recovery
Education and enablement
Build skills that strengthen your delivery capabilities through extensive training and enablement. Take advantage of education roadmaps on cloud computing, for instance, available through PartnerWorld University.
Learn how you can help clients turn insights into business outcomes. Take advantage of IBM Business Analytics Training—Self-Paced Virtual Classes.
Integrate strategic offerings into your managed services portfolio, including Cast Iron, Storage, Tivoli, POWER Systems and System x
Specialized expertise
Get cloud accreditation from IBM to earn greater credibility in this competitive market.
Specialize to gain enhanced benefits – take advantage of the rapidly growing cloud opportunity - Cloud Infrastructure
Co-marketing center
Access support from IBM's team of marketing services vendors – either augment your own marketing team or take advantage of full support for your marketing efforts.
Create awareness through customizable assets, tools and templates that can help you drive demand.
Technical support
Access deep technical support and expertise to help you quickly diagnose and address problems.

Leverage IBM technology and gain a more reliable, robust, secure and scalable hosting environment. Connect with ISVs that can heighten the value of your offering – and deliver application software for a more holistic solution. Infuse your service offerings with intelligence associated with IBM industry-leading software – Cognos, SPSS, Tivoli and more.

Wide-ranging support

When you team with IBM as an MSP, you'll have access to a broad portfolio of offerings that readily integrates into your environment. We also provide wide-ranging support to help ensure your success.

Delivering significant value

These are just a few examples of the rich support available to Business Partners focused on managed services. Team with IBM and deliver solutions that help clients grow smarter about how they work, where they invest, and in their customer interactions. Go to market with IBM in managed services and grow your business in exciting new ways.

If you're not already an IBM Business Partner, join IBM Partner-World to access valuable support. And, if you're already a member, start getting enabled on our managed service offerings. Build a plan to go to market with IBM. Let us help you expand your portfolio to capture new solution opportunities. ■

Marketing

Access world-class marketing resources

Go to market faster, smarter and more profitably using a robust portfolio of marketing resources at your fingertips through PartnerWorld. World-class resources are available across the marketing cycle to help you identify opportunities, generate demand for your offerings and go to market leveraging your alliance with IBM. Valuable support is also offered to help you drive opportunity and deepen your success among midmarket clients.

IBM Co-Marketing

Build awareness for your products, services and solutions using a wide array of **co-marketing** benefits available to eligible Business Partners – from client events and campaign funding to direct mail and telemarketing services. Co-marketing funding, for instance, lets you build demand-generation campaigns and IBM will contribute toward the cost of getting your campaigns in market. You also may be eligible to work with dedicated marketing professionals to design and execute marketing campaigns to help drive demand. And, through our **client events package,** IBM will host customer meetings with you at IBM Innovation Centers, IBM Forum Centers, or IBM Business Partner Innovation Centers at no charge. But these are just a few examples of the broad spectrum of co-marketing support available through PartnerWorld.

Additional Benefits:

Influencer marketing funding

Client Events Package

Co-marketing Funding

Continued

Marketing

Demand Generation Resources

Improve your visibility and generate demand through Internet marketing, Web conferencing, Web content syndication, search engine optimization, case studies, our global solutions directory and many more tools.

Market your solutions on the Internet, for instance, using entry points that provide the opportunity for maximum returns. The Internet Marketing Lead Generation Process provides a streamlined process to plan, create, and implement an Internet marketing campaign for demand generation. Creating a thorough entry for your solutions in the **Global Solutions Directory** represents a critical step in marketing with IBM. These entries become an integral part of IBM marketing programs, generating exposure with clients, other IBM Business Partners and within the IBM sales network.

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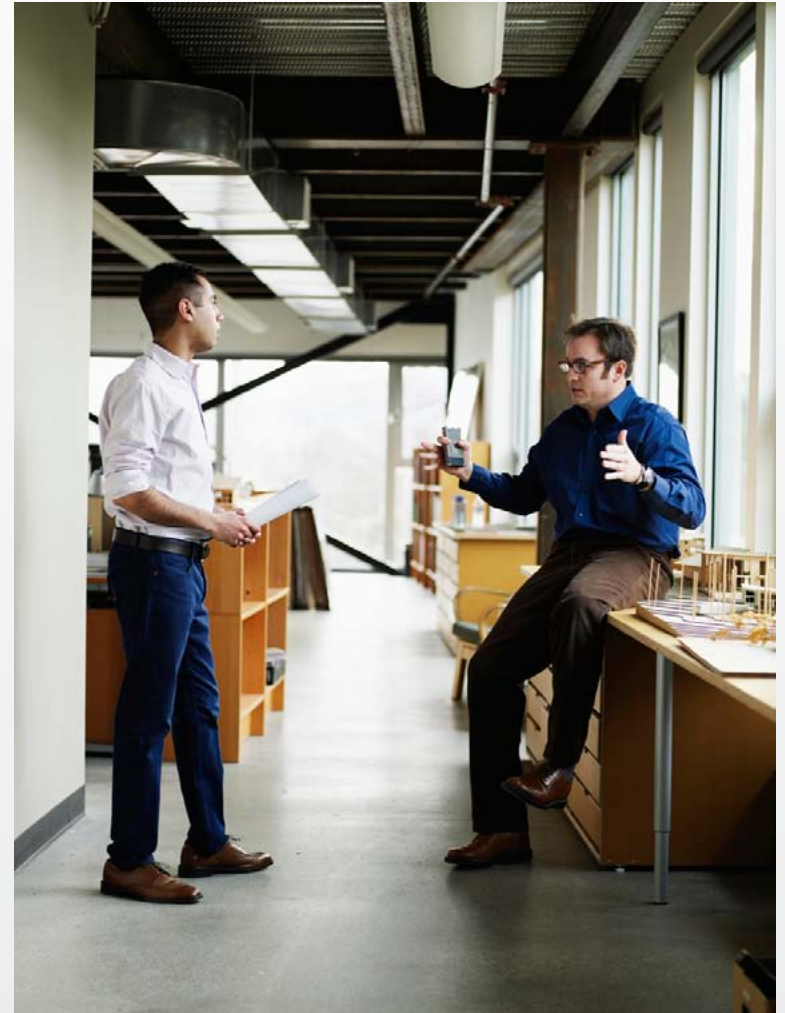
Marketing

GTS Marketing Kits

This series of marketing kits can help you build integrated multi-touch marketing campaigns designed to help you generate demand for IBM Global Technology Services. Each kit is a collection of valuable resources and assets that can help build awareness, create demand and close opportunities.

Marketing Intelligence

Access the latest market intelligence to help you target new and existing opportunities, increase competitive advantage and improve client satisfaction. Focused market research is available to Advanced and Premier Business Partners. Exclusive insights are offered into a variety of strategic business topics, including customer buying behaviors, industry trends, competitive positioning and leading-edge technologies and solutions.

Benefits:
Market Insights for Business Partners

Benefits:
IBM Co-Marketing Center
Hoovers – an online sales lead and marketing research tool
Submit Your Solution to Global Solutions Directory
Web Content Syndication
Third Party Discounts for Business Partners
IBM Redbooks Sponsorship
Success Story in a Box

Selling

Heighten client value

A wealth of resources is available through PartnerWorld to help you sell IBM-based products, services and solutions. Teaming with IBM can connect you with opportunity – and we can help you manage the opportunity across the sales cycle. We can help you each step of the way with a vast array of resources to help you make the most of each sales opportunity. Templates available through our Quick Proposal Process, for instance, assist you in preparing high-quality proposals, fast and efficiently. Other selling resources available through PartnerWorld include:

Financing

Close more deals by providing clients with a range of compelling financing options available through IBM. With nearly $38 billion in assets and operations in more than 50 countries, IBM provides loans, working capital, and cash advances to finance inventory, accounts payable/receivable and other business ventures. Offer your clients options to acquire technology-driven solutions that can be leased or financed through **IBM Global Financing.**

Featured benefits:

IBM Global Financing

Continued

Selling

Promotions & Incentives

Accelerate sales and increase your profitability with promotions and incentives, including initiatives that reward your success selling IBM solutions and services. For instance, **Value Advantage Plus** rewards investment in skills and high-value software solutions. **Software Value Incentive** is designed to reward value added throughout different stages of the sales cycle – opportunity identification and selling IBM middleware to customers. Business Partners demonstrating skills in a product area are eligible for Software Value Incentive and Value Advantage Plus sales incentives. In order to resell authorized software products, you must participate in one of these incentives and meet additional criteria for Software Value Plus.

Benefits:

Software Value Incentive

Systems, Storage & Services Promotions and Incentives

Value Advantage Plus

Briefing Centers

Plan, manage, host and facilitate client briefings through the IBM Briefing Centers. **Software Executive Briefing Centers,** for instance, provide dedicated professionals who will work with you to identify your objectives and help you plan, manage, host and facilitate customer briefings about IBM software solutions.

Benefits:

Briefing Centers

Competitive Resources

Access competitive information on hardware, software, and services, as well as other resources that offer insights you need to sell and win against competition. IBM's worldwide portal for competitive information on hardware, software, and services, for instance, is updated daily and includes insights from external suppliers, reports from IBM competitive specialists, as well as links to competitive tools from third parties.

Benefits:

Competitive Marketing Intelligence

Continued

Selling

Sales Tools

Inform and educate clients, and win more business with a variety of valuable sales tools useful across the sales cycle. The Pre-Sales Advisor Tool, for instance, makes it easier to build, price, and source a selection of IBM's solutions for System x, Storage and BladeCenter, including popular offerings targeted to small and medium business, **IBM Sales Plays** offer critical information to help you reach your sales goals quickly. One-stop access to sales and marketing resources targeted to small and medium business, for instance, are available across the sales cycle.

Benefits:

IBM Sales Plays

Pre-Sales Advisor Tool

Quick Proposal Process Templates

Execute sales plays for small and medium business support your revenue-driving efforts by selling targeted IBM products, offerings and solutions in selected markets. Sales plays augment general offering resources already available in a sales kit by packaging more specific assets such as education, competitive information and market analysis. Sales plays usually have a shorter life cycle and may be refreshed every three to 12 months.

Regional IBM teams highlight the prioritized sales plays in quarterly communications – teleconference calls, face-to-face meetings, or e-mail distributions. PartnerWorld supports those quarterly communications with online access to all SMB sales plays accessible via a single page. Each sales play enablement package consists of a one-page Quick Reference Guide (QRG) that helps the sales representative become familiar with the value of the play. The QRG then points to her useful resources, such as client presentations, prospecting communications, references and more seller education.

Sales Plays For Small and Medium Business

Continued

Selling

Sell or Deliver IBM Training

Add training to your IBM hardware and software sales to help your clients adopt new technology faster and more efficiently. It's easy to do, too. As an IBM Business Partner, you can simply add the IBM Education Pack to your deals to ensure that your clients have what they need to maximize their technology investments — expertly trained, highly skilled employees, fully prepared to make the most of new technology deployments.

You may also qualify to join a community of IBM Business Partners approved to deliver end-user and technical training on IBM software or systems products.

Sell or deliver IBM Training

Become an Authorized Independent Training Provider (AITP) for
    IBM Software or Systems ▪

IBM

Technical

Leverage comprehensive support

From product and solution enablement to pre- and post-sales technical support, PartnerWorld delivers resources to help you build, design, sell, implement and support IBM technology. Resources are available through online, remote and onsite support options. Your technical vitality is as important to IBM as it is to you – and that's why we invest in comprehensive technical support.
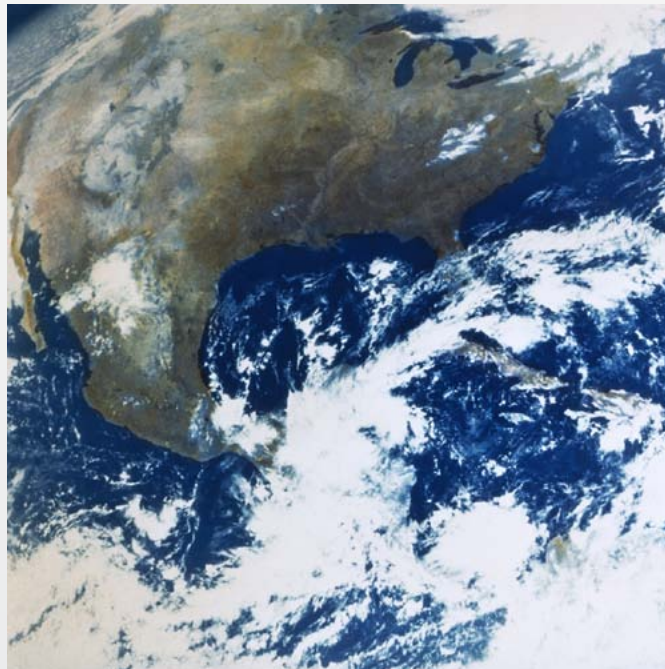
Technical Sales Support

Get direct access to highly skilled, technically certified IT specialists through **Techline** for hardware products. When you engage these specialists early in your sales cycle, they can help you increase your sales productivity and boost your competitive advantage, while improving your technical skills and knowledge of IBM products and solutions. Size, configure and propose solutions leveraging wide-ranging technical sales support. Access our well-stocked **technical sales library,** for instance, or leverage **solution assurance assistance,** which can help you maximize customer satisfaction when you sell and implement IBM solutions and offerings.

Benefits:
Configurators
Software Integration and Implementation Support
Techdocs – the Technical Sales Library
Techline
Continued

Technical

Technical Support

Easily and quickly access answers to hardware- and software-related questions and receive valuable implementation assistance through technical support. Use the **Business Partner Q&A** tool, for instance, to search for published technical content across more than 40 technical knowledge bases and support systems. Access fee-based **e-mail technical support** for answers to difficult technical questions that arise in developing your applications with IBM technologies.

IBM Systems and Middleware Technical Support Options for Software Development are entitled based on purchase. Voice and e-mail access options can be purchased separately or together. Middleware technical support is included in the Value Package.

Benefits:

Entitled E-mail and Voice Technical Support

IBM Systems and Middleware Technical Support Options for
  Software Development

Innovation Centers

Software Answer Network (SWAN)

Develop and Migrate

Develop and migrate your solutions to IBM platforms using a variety of tools, benefits and technical resources available, for instance, through **IBM Innovation Centers.** These worldwide facilities enable you to meet and collaborate with IBM to learn skills, build faster, smarter solutions and create cooperative relationships. Access customized technical, marketing and selling assistance locally, while extending your reach worldwide through our network of 40+ centers.

IBM developerWorks

The developerWorks community is a professional network and unified set of community tools tailored to the needs of software developers that allows you to connect, share, and collaborate with other developers. Troubleshoot a technical problem, lend your knowledge to a group project, or soak up wisdom from experts with developerWorks community tools.

Benefits:

IBM Industry Frameworks

IBM Innovation Centers Porting and Testing

IBM Technical Validations

Continued

Technical

Software Access

Purchase the IBM Value Package or the Software Access Option to download IBM software for evaluation or client demonstrations, development and testing, and to help you run your business more efficiently. Additional educational discounts and technical support benefits are available through the IBM Value Package.
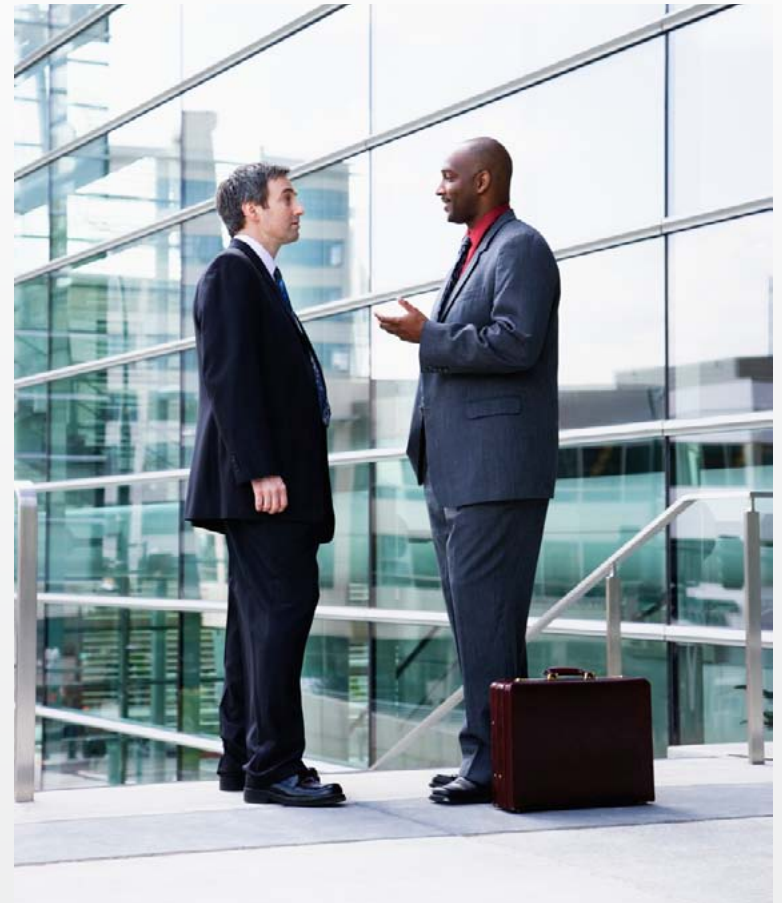
Benefits:

IBM Value Package
Software Access Option
Software Downloads

System and Storage Access

Take advantage of systems and storage access at extremely attractive terms or no charge through the IBM Hardware Mall or our Virtual Loaner Program, which offers no-charge remote access to IBM hardware.

Benefits:

Virtual Loaner Program

Training

Learn more, sell more

New skills learned – or existing ones refined – extend your reach into new markets and enable you to increase your value to clients. As our Business Partner, you will have access to extensive training and education resources through PartnerWorld. Learn what you want, when and where you want it.

IBM Education

Build new skills and deepen your expertise through **IBM PartnerWorld Training.** Learn how to sell more effectively with Know Your IBM's short interactive training modules. You also can earn reward points for your learning and selling efforts through Know Your IBM (KYI). Another education platform, PartnerWorld University, is a Web-based learning management system delivering intermediate level self-study sales and technical education on IBM products and services. PartnerWorld University offers more than 2,000 Web lectures from seven colleges.

For deeper product information visit PartnerWorld University and gain access to over 1,000 online Web lectures. Workshops held in IBM Innovation Centers help you gain or refresh technical skills.

Benefits:
IBM Innovation Centers: Training
Know Your IBM
PartnerWorld University

Discounts, Reimbursements and Rewards

Receive **discounts, reimbursements and rewards** on training that delivers a strong return on your investment in acquiring skills.

Benefits:
Discounted IBM Training
PartnerRewards program for education
You Pass, We Pay Offerings – reimbursement for select classes and tests that lead to IBM software certifications

Collaboration

Make profitable connections

Collaboration has never been more critical. Connecting with colleagues, clients, potential prospects and partners is essential. Building and maintaining these relationships can extend your reach into new markets, broaden your capabilities, extend your reputation, and grow your revenue in new and more profitable directions. Through PartnerWorld, IBM helps connect you to IBM Business Partners with complementary skills or expertise. We'll link you to IBM subject matter experts and through a variety of social media resources, we'll help you start or contribute to conversations relevant to your business.

Collaboration Resources

Use the Business Partner locator tool to help you identify and engage other IBM Business Partners. Source talent online and find the complementary skills and expertise you require to build and deliver more complete and competitive solutions. Clients use this resource, too, as they search for solutions and trusted partners – another reason to keep your PartnerWorld profile updated. When your profile reflects the accurate skills and solutions you are marketing, clients can find you, connect with you and team with you.

Benefits:

PartnerWorld Communities

Getting Started with Social Media

PartnerWorld Communities

Connect, collaborate and innovate using the latest social networking and collaboration capabilities through **PartnerWorld Communities.** Access a broad range of social networking tools to facilitate communications with other Business Partners making collaboration easier. Forums, blogs, wikis, bookmarks, feeds, personal profiling and shared workspaces are just some of the available collaboration capabilities.

Social Media

Social media has changed business dialogue, amping up the voice of clients and collaborators. PartnerWorld provides an array of resources that help you leverage social media more effectively. To help you sell IBM SmartCloud for Social Business, offer your clients trial accounts at no charge for 60 days.

Continued

Collaboration

Your clients can try SmartCloud for Social Business solutions for collaboration, Web conferencing, and email. These solutions enable them to meet online, share files, chat, manage projects, and network with others in the social business community, anywhere and anytime. Also, join IBM Midmarket conversations on Twitter @MidmarketIBM and get up-to-the-minute news, content, events and real-time dialogue with midsize business customers. On Facebook at IBM for Midsize Business, find in-depth conversations, exclusive launches, and special offers.

Benefits:

IBM SmartCloud for Social Business: Client trial accounts

IBM SmartCloud for Social Business: Demonstration accounts

Start your journey now.

Whether you're a reseller, a consultant or integrator, an independent software vendor or all of these, the benefits and support available through PartnerWorld are designed to help you across the sales cycle.

Here are several ways to get started today:

☑ Tell us about your firm by completing or updating your PartnerWorld profile so we can deliver meaningful and custom support based on your interests. Be sure to complete your personal communications preferences so we can communicate with you based on your areas of interests.

☑ Identify the growth areas that make sense for your business and that align with IBM, and build around them.

☑ Learn all about IBM's smarter planet initiative so you can start engaging clients in higher value conversations.

☑ Explore the PartnerWorld portal, the single destination for resources that support your efforts selling into the small and medium business market.

☑ Start investing in your skills - build expertise and gain recognition through Specialties, which increase your visibility and can help you win higher vaue deals.

☑ Select the IBM sales plays relevant to your business.

☑ Strengthen your network with other IBM Business Partners and IBM subject matter experts by participating in the on-line IBM PartnerWorld Community.

Don't wait. Begin taking advantage of PartnerWorld and let's build a smarter planet together.