



AT A GLANCE | JULY 09 – DECEMBER 09

Guide for Software Business Partners



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THIS INTERACTIVE GUIDE HAS BEEN DEVELOPED TO HELP YOU MAXIMISE YOUR RELATIONSHIP WITH IBM AND FULLY UTILISE THE PARTNERWORLD RESOURCES AVAILABLE TO YOU. YOU WILL FIND USEFUL LINKS TO SALES, MARKETING AND TECHNICAL RESOURCES ALONGSIDE DETAILS OF THE OFFERINGS FROM OUR DISTRIBUTORS.

If you have any comments or suggestions about this guide, please contact [Jeanette Knight](#) or [Amanda Grimmer](#).

MEMBERS OF PARTNERWORLD ARE ELIGIBLE TO RECEIVE A DISCOUNT ON TRAINING COURSES OFFERED THROUGH RECOGNISED IBM TRAINING PROVIDERS. CHECK WITH THE TRAINING PROVIDER BEFORE BOOKING YOUR COURSE.

For pricing information please check with the Education Centre offering each course. Information is correct at time of print.



AT A GLANCE

IBM SOFTWARE GROUP DISTRIBUTOR – AVNET TECHNOLOGY SOLUTIONS

AVNET TECHNOLOGY SOLUTIONS

Avnet Technology Solutions is a value-added distributor of enterprise-computing products, solutions, software and services with locations in 34 countries. As a global technology organisation, Avnet has sales divisions focused on specific market segments and a strategy enabling an exceptional level of attention to the needs of its customers and suppliers.



As a leading distributor of computing technologies and services, Avnet connects its partners to more customers and more solutions. Our comprehensive suite of services and established partnerships with leading technology providers such as IBM, ensures that you have the right combination of resources to capture new revenue generating opportunities.

OUR CUSTOMERS INCLUDE:

- Independent Software Vendors (ISVs)
- Original Equipment Manufacturers (OEMs)
- Service Providers
- System Builders
- System Integrators
- Value Added Resellers (VARs).

Avnet goes the extra mile to help our Business Partners deliver strategies to grow their IBM Software business across all pillars and brands. With a dedicated IBM focused team, Avnet offers an extensive knowledge of IBM processes, programs and ways to help you gain the best value out of your relationship with IBM. Through a combination of business development, marketing, pre-sales and technical assistance, you can utilise an extensive range of Avnet's resources to accelerate your success.

Business Partners can access Avnet's **THE [resource]**. This is an impressive, professional and friendly facility in which to demonstrate IBM Software and IBM Hardware solutions. Located in Bracknell and Warrington, **THE [resource]** is accessible from north and south locations. With up-to-date IBM demonstration rooms plus accommodation ranging from informal meeting spaces to dedicated meeting rooms and a 90 seat auditorium, **THE [resource]** provides a flexible space to conduct business to help drive revenue.

For details on how Avnet can help accelerate for success with IBM, call Simon Yap on +44(0)7766 055467 simon.yap@avnet.com or visit Avnet's Web site www.avnet.com/ts/uk

AVNET'S PRODUCT AND SOLUTION OFFERINGS INCLUDE:

- Computer Components
- Display Solutions
- Document Management Technologies
- Embedded Computing
- Networking and Security
- Server and Infrastructure Solutions
- Server Based Computing/Thin Clients
- Services
- Software
- Storage and SAN
- Unified Communications
- Virtualisation
- Wireless and Mobility.



AT A GLANCE

DATES FOR YOUR DIARY

IBM BUSINESS PARTNER INDUCTION DAY**Date:** 7 October 2009**Location:** IBM Hursley, Winchester**Focus:** IBM Software and Innovation

Want to learn how your reseller partnership with IBM can support you and provide you with strong growth opportunities? Attend an Induction Day and make the contacts within IBM to fast-track your IBM Business Partnership. Subject matter experts will show you how IBM can support your marketing and help you shorten your sales cycle. Resources available to you include IBM Global Financing, online pricing tools, customised marketing campaigns and more. Many of these resources are readily accessible and free of charge to you – why not learn how to take advantage of them?

REGISTER

**PASSPORT ADVANTAGE AND
PASSPORT ADVANTAGE EXPRESS****Audience:** Sales and Marketing contacts.

Whether you're an existing Business Partner who needs a refresher on Passport Advantage®, or a relatively new Business Partner who wishes to take advantage of learning about the IBM Software License Acquisition programme, please contact pacont@uk.ibm.com to arrange a Business Partner induction session.

[Passport Advantage On Line](#)**ISV AND DEVELOPER RELATIONS TRAINING AND EVENTS**

We offer a wide range of no-charge workshops, seminars and briefings conducted by highly trained subject matter experts. Whether you want to gain technical skills, learn how to market and sell more effectively with IBM, or connect with other Business Partners, there's sure to be something for you. Register for events at the IBM Innovation Centers.

HURSLEY

SOUTH BANK

DUBLIN

PARTNERWORLD EDUCATION CALLS

The experts at PartnerWorld® Contact Services (PWCS) run regular education calls for IBM Business Partners. Via Web-conferencing they will take you through many of the resources on the PartnerWorld Web site and some of the key tasks involved in administering the PartnerWorld Profiling System (PPS). Knowledge of both makes it easier for you to get the most from your IBM Business Partnership, including: how to advance through the membership levels, how to give your employees IBM IDs and display their sales and technical certifications, how to qualify for different IBM Business Partner logos and emblems, etc. Dial in, log on, listen and discuss with PWCS.

REGISTER

THINK THURSDAY ENABLEMENT CALLS**Audience:** Business Partners

The SWG Worldwide Business Partner Enablement Team invites you to participate in the **Think! Thursday** sales programme. What is **Think! Thursday**? A series of One hour Web conferences designed to provide IBM Business Partners with pertinent software sales enablement to help accelerate their software business practices.

REGISTER

MAXIMISE YOUR RELATIONSHIP WITH IBM

IBM has the resources to help you build, market, and sell your solutions. This seminar will teach you how navigate these resources and connect with the right people. You'll learn how to get a fast start with IBM which can help you reduce your development costs, get to market faster, and shorten your sales cycle by using the resources available to you as a Business Partner – many of which are no charge to you. This seminar is targeted at Independent Software Vendors.

[Read more here.](#)

For pricing information please check with the Education Centre offering each course. Information is correct at time of print.

MARKETING, SALES AND TECHNICAL ENABLEMENT

SALES TOOLS

SOME OF THESE TOOLS ARE ONLY AVAILABLE IF YOU HAVE AN IBM ID AND PASSWORD FOR THE PARTNERWORLD WEB SITE – CALL PARTNERWORLD CONTACT SERVICES ON 01256 344500.

SALES TOOLS	
Grow Your Business with IBM Software Tools, Playbooks and kits	This tool is designed to help you quickly identify and evaluate cross-software sell scenarios, so you can expand your customer install base and reach new prospects. These kits help you identify the business needs of customers and prospects and begin a dialogue around how IBM Middleware software can solve their needs.
IBM Cross Brand Selling Advisor	This is designed to help Business Partners sell more IBM hardware, software and services with each sales opportunity.
Executive Assessment	The Executive Assessment (EA) is a consulting engagement that a Business Partner offers to their prospective client as a stepping-stone to a larger engagement. EA is Mid Market focused and helps you recommend a solution based on a business value rather than technical details.
Quarterly Business Partner Playbooks	These easy to use Playbooks provides a quarterly overview of key plays, promotions, programmes and announcements that can help you achieve your revenue objectives and succeed with IBM. A listing of the latest incentives is included.
Business Partner Connections	Use Business Partner Connections to find and engage other IBM Business Partners to help you build complete solutions for your customers.
IBM PartnerWorld Express Advantage	The IBM Express Advantage™ initiative offers mid-market clients simplified access to a unique set of products and services, and the best-in-class Business Partner ecosystem. Combine your applications and services with IBM offerings to solve your clients toughest business problems. Don't forget you can promote your solutions through the Built on IBM Express Advantage Offerings programme.
Software Access Catalogue	Access a variety of IBM software for purposes of demonstration, evaluation testing education and internal use.
PartnerWorld Communities	A place where IBM BPs can connect, collaborate and innovate for growth. PartnerWorld Communities provide social networking and collaboration capabilities designed to help you develop innovative solutions, reach new markets and broaden business opportunities. Take a minute to check this out and join some groups.
Business Partner Profitability Tool	The Business Partner Profitability Tool can help. In three easy steps, the tool provides a quick summary of the product being modelled, the minimal sales and technical roadmap recommended for enablement, and a two year financial summary of the opportunity based on expected incremental investment and return.

Ensure your [PartnerWorld profile](#) is kept up-to-date for access to all resources.
 Review the support available from [PartnerWorld Contact Services](#).

If you have any queries accessing the PartnerWorld Web site please call IBM PartnerWorld Contact Services on: 01256 344500.





MARKETING, SALES AND TECHNICAL ENABLEMENT

SALES SKILLS

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SALES SKILLS	
IBM PartnerWorld University	Distance learning for IBM Business Partners.
Sales Training Path	The skills a newly recruited IBM Business Partner should learn to accelerate his/her effectiveness as an IBM Software Business Partner.
Client Value Initiative	The IBM Client Value Initiative provides methods and tools which will assess each client's value drivers and buying decision criteria, enabling you to tailor solutions aligned with your client's agenda. Included in this initiative are the Client Value Method, which replaces the Signature Selling Method (SSM), a closed loop feedback process for sharing customer survey feedback, updated industry information and mobile access to product information and IBM contacts.
CVI Mobile Application	Road tested on IBM sellers, we now offer mobile access to information about IBM software and hardware products and services to our Business Partners. This includes access to the Client Value Mobile SWG Cross Sell Reference Guide, the Client Value Mobile IBM Systems Widget and the IBM employee directory – right in the palm of your hand.
Technical Sales Mastery Tests: for complete technical sales	Technical Sales Mastery Tests are designed to validate the software sales knowledge of Business Partner technical sales representatives. These tests focus on how our IBM software products perform and the technical value to IBM's customers.

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MARKETING, SALES AND TECHNICAL ENABLEMENT PRICING, PROPOSING AND CONFIGURING

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PRICING, PROPOSING AND CONFIGURING

Quick Sales Proposal Template	Looking for a quick way to deliver a high quality proposal? Review this link.
Rapid OnLine Financing	Financing for your clients: Leases and loans to clients for IBM or non-IBM hardware, software and services.
Deal Hub Pre-Sales Support	Deal Hub provides one-stop support to enable you to be more productive in closing big, complex deals faster, while making it easier for you to do business with IBM.
Software Price Book	The Software price book will help you easily build quotes for your customers. You can save quotes that will automatically update product information and changes to the pricing model each time you access it.

Ensure your [PartnerWorld profile](#) is kept up-to-date for access to all resources.

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MARKETING, SALES AND TECHNICAL ENABLEMENT

TECHNICAL

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TECHNICAL	
Growth Through Skills – the technical training	In January 2010, IBM will implement a new controlled distribution model designed to differentiate and reward Business Partner skills, experience, investment and commitment. A subset of the IBM software portfolio will continue to be offered through Software ValueNet® or through open distribution.
Technical training resources	This provides visibility of all available training resources to acquire, maintain and optimise your IT skills. IBM Technical Training home page.
IBM Innovation Centers	The 43 IBM Innovation Centers around the globe are physical and virtual gathering places where business, academic and technology innovators can: <ul style="list-style-type: none"> • Build cutting-edge technical skills to increase competitiveness and marketability both on site and online • Access complimentary business briefings to leverage IBM's marketing and sales resources • Explore the latest open standards-based and open source technologies to extend reach with IBM products • Get hands-on assistance with development and testing • Collaborate with IBM, other Business Partners, IT professionals and academia. IBM Innovation Center homepage. IBM Innovation Center worldwide locations.
Solutions Builder Express	Solutions Builder Express is a solution development and enablement programme designed to help you, the IBM Business Partner, effectively respond to your customer needs for a better IT infrastructure.
Certifications	Acquiring skills to identify and meet customer requirements is essential in IT today – but validating those skills is equally important for IBM Business Partners. So lead with your certifications and the skills IBM has validated – highlighting quality as much as quantity.

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Review the support available from [PartnerWorld Contact Services](#).

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MARKETING, SALES AND TECHNICAL ENABLEMENT

TECHNICAL

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TECHNICAL	
Beta Works	Formerly the Product Introduction Centre (PIC), Beta Works helps Business Partners understand IBM's latest cross-brand software technology and gain early product experience and skills. It allows Business Partners to be first adopters with access to beta-code to use in their own test environment to evaluate benefits and functions and to gain knowledge and skills of new releases before General Availability.
Techline	Technical sales support from Techline assists entitled Business Partners in designing, sizing and configuring, and proposing customer solutions based on IBM products and services.
developerWorks®	IBM's premier technical resource for software developers and IT professionals. Here you'll find a wide range of tools, code, and education. This online community gives developers opportunities to demonstrate and develop expertise with IBM and over 6 million IT professionals around the world.

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MARKETING, SALES AND TECHNICAL ENABLEMENT

MARKETING

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MARKETING	
IBM Software sales and marketing kits	Sales and marketing kits gather together the most valuable information for IBM's top middleware products and solutions so you can generate leads and find answers quickly to your customer's questions. The consistent design of kits across all brands and industries saves you time in building cross-brand solutions to maximise your revenue and profits.
PartnerWorld ValueNet Connections	ValueNet Connections provides the resources and tools to help Business Partners create successful value nets.
Marketing 'How To' guides	From direct marketing to telemarketing and events, these guides provide an overview of how these areas of the marketing mix work.
Campaign Designer	Campaign Designer™ is a Web-based demand generation resource that makes it fast, simple and affordable to create customised, end-to-end marketing campaigns as well as your e-mail marketing campaigns
Emblems, logos and guidelines	Enabling Business Partners to view which logos are available for them to use.
Web Content Syndication Tool	IBM has teamed with WebCollage, Inc. to provide you with Web syndication, a simple way to augment your Web site with complete, compelling IBM marketing assets designed to help your company generate leads and drive sales.
Business Partner Quick Guides	Select the right tactics. A single source of information to help you quickly get in market with IBM Marketing Programme. <ul style="list-style-type: none"> • Client needs and the corresponding sales and marketing plays • All in one page descriptions of each play • Live links to sales and marketing resources.
IBM Express Advantage	IBM's strategy to meet the needs of medium-sized businesses. Simple solutions to tough problems, priced and designed for medium-sized businesses, customised to meet each company's unique needs, and now, simplified access to the people and partners of IBM.
IBM Global Solutions Directory	A repository of Business Partner offerings, enabling you to create an entry for your solution in the Global Solutions Directory, enhancing your marketing with IBM.

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MARKETING

<p>Marketing Resource Managers</p>	<p>Your marketing resource manager will personally work with you to understand your unique business needs and to build a customised plan that may help you grow your business. Whether you are looking for help in launching a product or closing a sales opportunity, your marketing resource manager has the knowledge and experience to help direct you to the right IBM PartnerWorld Industry Networks resources to help you succeed.</p>
<p>IBM PartnerWorld Industry Networks marketing resources</p>	<p>IBM PartnerWorld Industry Networks marketing resources are designed to help you go to market faster in your industry. Our resources help you:</p> <ul style="list-style-type: none"> • Understand your market and create a plan • Execute your plan and generate demand • Promote your success.
<p>Marketing Resources and Tools</p>	<p>Smarter Planet™</p> <p>Smarter Planet is IBM's point of view on how interconnected technologies are changing the way the world literally works. We will rely on IBM Business Partners with industry skills and expertise to lead the Smarter Planet vision forward. Click here to find out how you can get started.</p>

Ensure your [PartnerWorld profile](#) is kept up-to-date for access to all resources.

Review the support available from [PartnerWorld Contact Services](#).

If you have any queries accessing the PartnerWorld Web site please call IBM PartnerWorld Contact Services on: 01256 344500.





GETTING STARTED WITH LOTUS

CERTIFICATION RESOURCES

- [Technical Sales Mastery Tests](#)
- [IBM 'We Pay' Offerings](#).

Skills drive increased profits and revenue which is why we've created the 'We Pay' offerings certification reimbursement benefit available with the Value Package. Through these unique offerings, you can effectively offset the expense of building your technical skills.

SALES RESOURCES

[Lotus Software Partner Page](#)

Bookmark these links to ensure you receive the quarterly updates on sales and marketing plays, sales kits, presentations, demos etc.

Links

- [Lotus Home Page](#)
- [Empowering People](#)
- [Benefits, Resources and Support](#).

Empowering People and Lotus UK resources

The UK Empowering People and Lotus sites are the key sources for expert guidance, customer experiences, industry insight from leading analysts and news on the latest IT developments: covering how to get started, business process management, SOA governance and lifecycle management and flexible infrastructure management.

[Business Partner Quick Guides](#).

LOTUS SOFTWARE UK

[Empowering People Programme WebCasts](#)

This series of WebCasts illustrates how IBM is helping customers drive value with IBM WebSphere Portal solutions.

[Grow Your Business Tool](#)

This tool is designed to help you quickly identify and evaluate cross-software sell scenarios, so you can expand your customer install base and reach new prospects.

MARKETING RESOURCES

[Empowering People Marketing Programme](#)

IBM empowers people to share their passion and expertise, foster collaboration and innovation, and improve business efficiency, decision-making and responsiveness. IBM's integrated offerings, which include Web 2.0 capabilities, fit a range of work styles and make it possible for people to securely connect, adapt, respond and make faster decisions – all while lowering costs.

[Marketing Resources and Tools](#)

Helps you plan, execute and promote.

[Marketing Training](#)

Discover the Marketing training resources available to your company.

Web Syndication

IBM has teamed with WebCollage Inc, to provide you with Web syndication, a simple way to augment your Web site with complete, compelling IBM Marketing assets designed to help your company generate leads and drive sales.

Internet Marketing Tools

The Web has introduced new and exciting ways to generate leads and demand for your solutions. In fact, nearly 90 percent of IT decision makers use search engines to locate products and services. Review some of the options such as Internet marketing training to search engine optimisation.

[IBM Cross brand resources](#)





GETTING STARTED WITH LOTUS

EVENTS**POTs**

[Lotus Domino® 8.5 xPages Workshop](#)

12-13 August – IBM Hursley

[Discovering the Value of Lotus Domino and Notes® 8.5](#)

20-21 July 2009

[Discovering the Value of Lotus Connections](#)

13 August 2009

[Discovering the Value of Lotus Domino and Notes 8.5](#)

22-23 August 2009

[Discovering the Value of Lotus Quickr™](#)

25 August 2009

[Discovering the Value of Portal 6.1](#)

8-9 September 2009

Events

[Gartner Portal, Content and Collaboration](#)

16-17 September 2009, London

The Gartner Portals, Content & Collaboration Summit explores new ways to access, search, structure and manage information, and will help you to improve your organisation's productivity through

[Business Partner Quick Guides.](#)

collaboration. From litigation requests to email volume, disparate content sources, collaboration needs, Web 2.0 innovations, and budget scrutiny, we'll identify practical ways to handle your top concerns.

[IBM Portal Excellence 2009](#)

26-28 October 2009, Salzburg, Austria

Join us for the IBM Portal Excellence Conference Europe – 2009 – the largest annual event dedicated to WebSphere Portal business solutions and technical strategies.

[Registration link](#)

[Lotosphere 2010](#)

17–21 January 2010 Orlando, Florida

Lotosphere 2010 takes place at the Walt Disney World® Swan and Dolphin Resort in Lake Buena Vista, Florida, from January 17-21, 2010. Lotosphere® is the premier event for the Lotus and WebSphere Portal community worldwide: developers, administrators, IT and business professionals looking to drive business results through collaborative software and solutions.

Innovation Center Events

[Hursley](#)

[South Bank, London](#)

[Dublin](#)

Brand Certifications

The majority of certifications detailed here are available under the 'We Pay' programme associated with the IBM PartnerWorld Value Package.

For the full list of IBM Lotus certifications covering items such as those listed below, please [click here](#)

- IBM Lotus Notes Domino 8.5
- IBM Lotus social software – Connections 2.0
- IBM Lotus Sametime® 8.0
- IBM WebSphere Portal 6.1.





GETTING STARTED WITH RATIONAL



CERTIFICATION RESOURCES

- [Technical Sales Mastery Tests](#)
- [IBM 'We Pay' Offerings](#).

Skills drive increased profits and revenue which is why we've created the 'We Pay' offerings certification reimbursement benefit available with the Value Package. Through these unique offerings, you can effectively offset the expense of building your technical skills.

SALES RESOURCES

[Rational Software Partner Page](#)

Bookmark these links to ensure you receive the quarterly updates on sales and marketing plays, sales kits, presentations, demos etc.

[Rational SOA Lifecycle Management](#)

Help customers streamline the delivery of their SOA solutions.

[Grow Your Business Tool](#)

This tool is designed to help you quickly identify and evaluate cross-software sell scenarios, so you can expand your customer install base and reach new prospects.

MARKETING RESOURCES

[Campaign Tactics](#)

Choose tactics to help you increase awareness, generate interest, generate leads and close deals.

[Rational comes to you](#)

Rational Software Comes to You is an event-based marketing programme based upon the 2008 Rational Software Development User Conference content.

[Rational Business Partner Playbooks](#)

Everything you need to know to grow your business with Rational Software.

[Effective Software Delivery](#)

Led by Rational software, provides end-to-end software, process, and business solutions for practitioners, project managers and IT executives.

[Marketing Resources and Tools](#)

Helps you plan, execute and promote.

Marketing Training

Discover the Marketing training resources available to your company.

Web Syndication

IBM has teamed with WebCollage Inc, to provide you with the Web syndication, a simple way to augment your Web site with complete, compelling IBM Marketing assets designed to help your company generate leads and drive sales.

[IBM Cross brand resources](#)

[Business Partner Quick Guides](#).





GETTING STARTED WITH RATIONAL

Rational software

EVENTS

Local Events

We run a number of events in the UK covering specific elements of the portfolio – please [click here](#) for latest UK Rational conferences and events.

[Rational Software Conference & Innovation 2009](#)

[Telelogic Use Conference](#)

12-13 October at the Grange St Paul's Hotel, London

Two unmissable free conferences in one. For the first time, we've co-hosted our conferences to create a single event that's bigger, even better – and twice as unmissable.

Join us to learn how software and systems innovation enables real teams to transform real insights into real results. We'll be covering issues that are of real importance when you're facing real pressures and real competition.

It doesn't get any more real than this.

[Find out more about Rational events](#)

[Business Partner Quick Guides.](#)

Innovation Center Events

[Hursley](#)

[South Bank, London](#)

[Dublin](#)

Brand Certifications

To view the entire range of IBM Rational certifications [click here](#)

- [IBM Certified Solution Designer – Rational Software Architect](#)
- [IBM Certified Administrator for Rational ClearCase® Windows](#)
- [IBM Certified Solution Designer – IBM Rational Unified Process V7.0](#)
- [IBM Certified Solution Designer – Rational Performance Tester](#)
- [IBM Certified Solution Designer – Rational Functional Tester for Java.](#)



ibm.com/software/uk/rational



GETTING STARTED WITH WEBSHERE

WebSphere® software

CERTIFICATION RESOURCES

- [Technical Sales Mastery Tests](#)
- [IBM 'We Pay' Offerings](#).

Skills drive increased profits and revenue which is why we've created the 'We Pay' offerings certification reimbursement benefit available with the Value Package. Through these unique offerings, you can effectively offset the expense of building your technical skills.

SALES RESOURCES

[WebSphere Software Partner Page](#)

If there is one link that you try... make it THIS ONE with quarterly updates on sales and marketing plays, sales kits, presentations, demos etc.

[SOA and Business Flexibility UK resource](#)

The UK SOA and Business Flexibility Site is the key source for expert guidance, customer experiences, industry insight from leading analysts and news on the latest IT developments: covering how to get started, business process management, SOA governance and lifecycle management and flexible infrastructure management.

[SOA Entry Points](#)

To help you get started with SOA, IBM offers business-centric and IT-centric SOA entry points. You can get started with an approach that begins with the fundamental assets of your enterprise – people and information.

[Business Partner Quick Guides](#).

SOA Widget

With this widget running on your machine, you will receive up to the minute updates around customer case studies, presentations, analyst reports, SOA whitepapers, SOA newsletters, events and more in one convenient location.

[Enabling Business Flexibility WebCasts](#)

This series of WebCasts illustrates how IBM is helping customers with Business Flexibility and how you can too.

[Grow Your Business Tool](#)

This tool is designed to help you quickly identify and evaluate cross-software sell scenarios, so you can expand your customer install base and reach new prospects.

MARKETING RESOURCES

[Enabling Business Flexibility Marketing Programme](#)

Achieving business flexibility requires approaches like SOA that enable informed leaders to act decisively and agile organisations to change rapidly for business impact.

[Marketing Resources and Tools](#)

Helps you plan, execute and promote.

Marketing Training

Discover the Marketing training resources available to your company.

[Web Syndication](#)

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[Internet Marketing Tools](#)

The Web has introduced new and exciting ways to generate leads and demand for your solutions. In fact, nearly 90 percent of IT decision makers use search engines to locate products and services. Review some of the options such as Internet marketing training to search engine optimisation.

[IBM Cross brand resources](#)





GETTING STARTED WITH WEBSHERE

WebSphere® software

EVENTS

Local SOA events and workshops

Let IBM UK help you make the most of your IT investments – register now for our free workshops, on-line events, non-IBM hosted events and see information from past events.

WW Events – Impact 2009

May 3 – 8 Las Vegas

Innovation Center Events

Hursley

South Bank, London

Dublin

WebSphere certifications

To view the entire range of IBM WebSphere SOA Certifications [click here](#).

- IBM Certified System Administrator – WebSphere MQ V6.0
- IBM Certified Business Process Analyst – WebSphere Business Modeler Advanced V6.0.2
- IBM Certified System Administrator – WebSphere Application Server, Network Deployment V6.1
- IBM Certified Solution Developer – WebSphere Business Monitor V6.0.2
- IBM Certified System Administrator – WebSphere Commerce V6.0
- IBM Certified Solution Developer – WebSphere Message Broker V6.0
- IBM Certified SOA Associate
- IBM Certified SOA Solution Designer.



Smart Work

[Business Partner Quick Guides](#).



GETTING STARTED WITH INFORMATION MANAGEMENT

CERTIFICATION RESOURCES

- [Technical Sales Mastery Tests](#)
- [IBM 'We Pay' Offerings](#).

Skills drive increased profits and revenue which is why we've created the 'We Pay' offerings certification reimbursement benefit available with the Value Package. Through these unique offerings, you can effectively offset the expense of building your technical skills.

SALES RESOURCES

Information Management Software Page

The latest information on sales and marketing plays, product information, sales kits, promotions and offers.

Information on Demand

Everything you need to take the Information on Demand story out to clients to help them unlock the business value of their information.

Information on Demand Today

We have streamlined communications with one monthly newsletter about IBM Information Management and Information On Demand – called Information On Demand Today

Information Management WebCasts

Take advantage of no-charge, downloadable recordings of executive and technical teleconferences on Information Management products.

[Business Partner Quick Guides](#).

Grow Your Business Tool

This tool is designed to help you quickly identify and evaluate cross-software sell scenarios, so you can expand your customer install base and reach new prospects.

MARKETING RESOURCES

Marketing Resources and Tools

Helps you plan, execute and promote.

Marketing Training

Discover the Marketing training resources available to your company.

Web Syndication

IBM has teamed with WebCollage Inc, to provide you with the Web syndication, a simple way to augment your Web site with complete, compelling IBM Marketing assets designed to help your company generate leads and drive sales.

Internet Marketing Tools

The Web has introduced new and exciting ways to generate leads and demand for your solutions. In fact, nearly 90 percent of IT decision makers use search engines to locate products and services. Review some of the options such as Internet marketing training to search engine optimisation.

Information Management

Leveraging Information

This microsite is home to the Leveraging Information marketing programme and includes the latest campaigns, marketing assets and upcoming events.

[IBM Cross brand resources](#)





GETTING STARTED WITH INFORMATION MANAGEMENT

Information Management

EVENTS

Search for the latest Information Management events and conferences.

Innovation Center Events

Hursley
South Bank, London
Dublin

Information Management Certifications

- IBM Certified Solution Designer – DB2® Data Warehouse Edition V9.1
- IBM Certified Solution Developer – WebSphere IIS DataStage® Enterprise Edition v7.5
- IBM Certified Solution Designer – DB2 Content Manager V8.3
- IBM Certified System Administrator – Informix Dynamic Server V11
- IBM Certified Solutions Designer – CommonStore E-mail Archiving and Discovery
- IBM Certified Database Administrator – DB2 9 DBA for Linux®, UNIX® and Windows®.

Also...

Enterprise Content Management Certification Programme
Content Manager Certification Programme

Business Partner Quick Guides.



GETTING STARTED WITH TIVOLI

CERTIFICATION RESOURCES

- [Technical Sales Mastery Tests](#)
- [IBM 'We Pay' Offerings](#).

Skills drive increased profits and revenue which is why we've created the 'We Pay' offerings certification reimbursement benefit available with the Value Package. Through these unique offerings, you can effectively offset the expense of building your technical skills.

Training – Tivoli Knowledge Centre

SALES RESOURCES

Tivoli Software Partner Page

If there is one link that you try... make it THIS ONE with quarterly updates on sales and marketing plays, sales kits, presentations, demos etc.

Tivoli SMB Resources for Partners

IBM Tivoli takes off the Blue Suit and Makes Tivoli REAL.

The new IBM Tivoli Messaging for growing mid-market businesses offers three entry points based on their key triggers and pain points:

- Systems Management and Automation
- Data Backup and Recovery
- Asset Protection and Security.

[Business Partner Quick Guides](#).

MARKETING RESOURCES

Co-Marketing with Tivoli

Knowledge, Tools and Resources available to you.

Tivoli Partner Playbooks

It's all here... and you can find it all on one streamlined page – everything you need to grow your business with Tivoli software. A Tivoli Partner Playbook provides you with a package of resources focused on a specific Product, grouping of products, or market opportunity.

Web Syndication

IBM has teamed with WebCollage Inc, to provide you with the Web syndication, a simple way to augment your Web site with complete, compelling IBM Marketing assets designed to help your company generate leads and drive sales.

IBM Cross brand resources

EVENTS

Search here for up-to-date list of events on managing your business Infrastructure.

Innovation Center Events

[Hursley](#)

[South Bank, London](#)

[Dublin](#)

TIVOLI CERTIFICATIONS

- [IBM Certified Deployment Professional – Tivoli Storage Manager V5.5](#)
- [IBM Certified Advanced Deployment Professional – Tivoli Storage Management Solutions 2008](#)
- [IBM Certified Deployment Professional – TotalStorage® Productivity Center V3.3](#)
- [IBM Certified Deployment Professional – Tivoli Monitoring V6.2](#)
- [NEW – IBM Certified Deployment Professional – Tivoli Composite Application Manager for Response Time V6.2.](#)



MID MARKET NEWS AND RESOURCES

MID MARKET NEWS

GuruOnline is a free business advice Web site aimed at Small and Medium-sized companies looking to grow. IBM is sponsoring a number of short sound bite videos on security, collaboration and Information Management within the technology section. Recently a new video has been added on the subject of Performance Management & Business Intelligence with speaker Stephen Brook (IBM Cognos®, Innovation Center).

Recent Mid Market findings from the IBM Global CEO Study, the largest study of chief executives ever conducted, show that midsize businesses are stronger, more adaptable and forward-thinking than imagined. [Click here](#) to find out more.

Find out what's new in the world of IT with the Think Tank newsletter. It takes a fresh and pragmatic approach to real business debates. [Click here](#) to view all the Think Tank editions.

You are likely to be already having conversations with your clients about the impact of global economic issues on their business – please use the GB SW NEON plays in the link to support and enable those discussions, and provide your clients with additional value.

[GB SW NEON plays](#)

MID MARKET RESOURCES

[Mid Market Marketing & Sales plays](#)

It communicates the key Mid Market solutions that can help you generate and close new business. Makes it easy for you to select and access the IBM Mid Market Program tools and resources that you need to prepare your marketing and sales efforts for the second half of 2009. It is targeted at the key influencers and decision makers from Mid sized organisations.

Finally, to obtain a copy of the Business Partner Launch presentation, please contact your VAD Marketing contact. This document positions Smarter Planet and provides details of relevant offerings in order to capture the opportunity. It also provides tools, details resources and offers incentives.





SALES COURSES

SALES AND CERTIFICATIONS

IBM SOFTWARE SALES CERTIFICATION

The IBM Software sales skills roadmap gives you the flexibility to customise your sales education. The Sales 101 and 201 courses are offered for each of the following brands/solutions: DB2 Data Management, Lotus, Tivoli, WebSphere and Rational.

After completing the Sales 201 training, assess your skills with the Web-based Sales Mastery test. These tests validate your new skills as a Solution Sales Professional and count toward your PartnerWorld sales skill criteria.

Software Sales 101 is the first step in the roadmap where you learn about the strategies and the breadth of an IBM Software brand's portfolio.

Software Sales 201 online classes will teach you how to identify a qualified opportunity and allow you to work with scenarios to help you advance a sale to a successful close.

The **Sales Mastery test** for each of the IBM Software brands validates your sales skill as a Solution Sales Professional and counts toward the PartnerWorld sales skill criteria for Advanced and Premier membership levels.

Select one of the following for more information

- [Information Management Sales training path](#)
- [Lotus Sales training path](#)
- [Rational Sales training path](#)
- [Tivoli Sales training path](#)
- [WebSphere Sales training path](#)

Technical Sales Mastery Tests: for complete Technical Sales

[Technical Sales Mastery Tests](#) are designed to validate the software sales knowledge of Business Partner technical sales representatives. These tests focus on how our IBM software products perform and the technical value to IBM's customers.





GENERAL INFORMATION

SOFTWARE VALUE INCENTIVE

Software Value Incentive (SVI) is IBM's Software Incentive programme that earns you rebates if you identify or fulfil a sale.

To participate, you must:

- Attain PartnerWorld Member level
- Meet certification criteria (minimum of three SW certifications)
- Purchase through a preferred Value Added Distributor
- Accept Market Growth Fee (MGF) Terms and Conditions.

[Find out more about the new certification requirements for SVI.](#)

GROWTH THROUGH SKILLS – THE TECHNICAL TRAINING FOR YOU UKI

In January 2010, IBM will implement a new controlled distribution model designed to differentiate and reward Business Partner skills, experience, investment and commitment. A subset of the IBM software portfolio will continue to be offered through Software ValueNet or through open distribution.

Business Partners who continuously invest in their skills and successfully apply their skills are aligned to benefit from this strategic shift.

[More information](#)

Entry Criteria

The criteria for authorisation to resell IBM Software products within the new controlled distribution model include:

- Membership of the IBM PartnerWorld programme
- Approved participation in Software Value Incentive or Value Advantage Plus
- For SVI, technical and sales skills in the Reseller Authorisation groups you want to sell.

[Growth through skills information](#)

[Certification information](#)

- For VAP, an approved solution containing the Reseller Authorisation groups you want to sell
- A current PartnerPlan
- Minimum revenue participation levels within SVI and VAP after the first year.

Two Entry Points

The entry point for the new controlled distribution model is through the Software Value Incentive or Value Advantage Plus programmes. With the new controlled distribution model, enrolment and authorisation to resell will be granted at the Reseller Authorisation group level.

- SVI: Standardised criteria will include technical certifications at the Reseller Authorisation group level and sales certification
- VAP: For each IBM software product included in a VAP approved solution, IBM will authorise the Business Partner to resell the corresponding Reseller Authorisation group.

Approval for the SVI and VAP programmes is currently granted at the software brand level and will be modified to reflect Reseller Authorisation group levels.

** The actual discount a remarketer receives from a distributor is determined solely by the distributor and not by IBM.*



GENERAL INFORMATION

SOFTWARE VALUENET

IBM Software ValueNet (SWVN) is designed to reward Business Partners who invest in skills and high value software solutions for customers to leverage. [Further information](#)

Software ValueNet:

- Places a premium on your skills and solutions
- Protects your investments through controlled distribution of selected products in the IBM Passport Advantage portfolio
- Provides continuity and a clear line of sight to expected Business Partner compensation through its support for fixed price discounting within the IBM Passport Advantage portfolio
- Rewards the role you play and the value you bring throughout different stages of the sales cycle through the innovative incentive program known as IBM Software Value Incentive (SVI)
- Gives you the flexibility to choose your level of engagement through a variety of Business Partner relationships
- Enables you to accelerate your growth by working with experienced Software Value-Add Distributors.

You must [join PartnerWorld](#) to access details on SWVN requirements and to [apply](#). To view this information including the application, you must [sign in](#) to PartnerWorld as an IBM Business Partner.

At this time, these products available under the SWVN program may only be sold by IBM and approved IBM Business Partners for SWVN.

- IBM Cognos
- IBM FileNet®
- IBM InfoSphere
- IBM Optim™

VALUE ADVANTAGE PLUS

Value Advantage Plus (VAP) is the leading software incentive programme for Business Partners with value add repeatable solutions built on IBM middleware for SMB and enterprise customers.

VAP increases profit potential by rewarding business value (services and applications) for sales to SMB and enterprise customers.

VAP Business Partners earn deeper discounts for eligible sales with their approved VAP solution through their selected distributor*.

To participate in VAP you must meet the following criteria:

- PartnerWorld Member level
- Ideally Systems Integrator (SI), Independent Software Vendor (ISV) or Solution Provider
- 30 percent of software sales solution revenue must be from solution/service
- To be eligible for the VAP discount on a transaction, at least 20 percent of the transaction must be made up of the VAP approved solution/service
- Have a value add repeatable solution built around IBM middleware
- Provide three customer references for the initial solution, then one reference for subsequent solutions (these references will be contacted directly by IBM)
- Provide collateral proof (Information on Web site, brochure, whitepaper, technical specification and so on)
- Select a preferred distributor
- Accept Value Advantage Plus Terms and Conditions.

[More information and enrolments](#)

IBM VIRTUAL INNOVATION CENTER

The IBM Virtual Innovation Center™ is an online knowledge portal designed specifically for software resellers and ISVs, with an emphasis on selling solutions to SMB customers.

It provides a single point for online education, e-support and enablement. It also provides technical, sales and product skills together with IBM assistance to the partner early in the product lifecycle. For more information, visit the [Virtual Innovation Center](#).

IBM INNOVATION CENTERS – UNITED KINGDOM

Think of us as 'your' IBM. We're here to advise and guide you through your development process. Build your skills with our workshops. Leverage our architecture consultations. Then our IT specialists will help you with your proof-of-concept, integration, migration and testing needs, either at our centre or by remote access. There is no charge for most of our offerings. Our main UK centre is located in Hursley Park in Hampshire, the focal point for software development for IBM in the UK and the largest IBM software development laboratory in Europe. We also have a satellite centre in IBM South Bank, London. Our Centre in Dublin, Ireland is co-located with the European Venture Capital Group, Technology Exploration Centre, Deep Computing Visualization Lab and Dublin Software Lab, giving us access to a deeply skilled resource pool.

Find out about the latest IBM Innovation Center events or request a technical engagement:

Hursley	Contact
South Bank, London	Contact
Dublin	Contact

* The actual discount a remarketer receives from a distributor is determined solely by the distributor and not by IBM.



GENERAL INFORMATION

IBM SOFTWARE TRAINING

The value of training – the high cost of doing nothing

Companies looking to improve their gross margins and increase productivity are increasingly looking for ways to boost employee performance and effectiveness. Skills development and training programmes, often a target of budget cuts, can help organisations achieve these corporate objectives and enhance their overall corporate culture.

For further information and to view the full IBM Training curriculum, please visit: ibm.com/training/uk

or contact:

Tracy Foster

IBM Software Training Sales (FSS & General Business)

Mobile: +44 (0)7980 445428

e-mail: tracyfoster@uk.ibm.com

Sheena Manku

IBM Software Training Sales (P & C)

Mobile: 07764 666779

e-mail: sheena_manku@uk.ibm.com

For further information on the above programme, please visit:

ibm.com/training/uk/bp

IBM PARTNERWORLD

PartnerWorld is the programme for IBM Business Partners that offers you a wide range of sales and marketing tools, skill-building courses, technical assistance and collaborative opportunities to support your business, as well as a comprehensive Web portal ibm.com/partnerworld. In the PartnerWorld programme you have easy access to the offerings necessary for you to innovate for competitive advantage, grow your business and drive increased profit. You choose the support you need, when you need it.

On PartnerWorld, your Web experience is simplified and presented in a way that is relevant to your self-defined business model.

The PartnerWorld programme recognises differing Business Partner needs with consolidated benefits and offerings that are aligned with the three major business models – Consultant and Integrator, ISV, and reseller. Business Partners qualify for a single PartnerWorld programme membership level (Member, Advanced or Premier) based on your total IBM achievement – in skills, solutions and revenue – across all IBM brands. As you expand your investment in IBM, you will gain access to a corresponding increase in the level of support from IBM. The criteria recognises your total contribution to IBM. The points table illustrates how this is calculated.

[Find out more about membership levels](#)

IBM PARTNERWORLD VALUE PACKAGE

Are you making the most of your relationship with PartnerWorld? You can add outstanding value to your business with the IBM PartnerWorld Value Package. Enjoy a richer set of benefits with access to:

- IBM Software
- World-class technical support
- Leading-edge marketing resources
- Reimbursements on IBM education: Did you know that a single claim for reimbursement through the 'We Pay' programme can cover the entire cost of the PartnerWorld Value Package?

The IBM PartnerWorld Value Package is available to all PartnerWorld Business Partners for just \$2000.

[Purchase a PartnerWorld Value Package today.](#)

Alternatively, call PartnerWorld Contact Services on:

01256 344500.



GENERAL INFORMATION

IBM 'WE PAY' OFFERINGS

Through these unique offerings, you can effectively offset the expense of building your technical skills. Certification skills assist you in achieving a higher programme level in PartnerWorld, therefore, gaining access to increased IBM benefits, they are also one of the elements used in passing leads to our Business Partners.

The 'We Pay' offerings are established on a quarterly basis. Brand campaign initiatives and current market skill needs play an important part in what will be available during that period. They are available to all membership levels through the Value Package.

[Find out more about 'We Pay'](#)

PARTNERWORLD INDUSTRY NETWORKS

Maximize your potential with IBM PartnerWorld Industry Networks. We have the resources you want – and the tools you need – to expand your reach, grow your revenue, and lower your costs today. We team with you to deliver the real-world solutions that customers demand. It's what we do together – that sets us apart.

Benefits include:

- Technical resources and programmes that help you build solutions and skills on growth platforms based on open standards
- Simple and effective marketing and selling resources that help you find more opportunities and close deals faster

- Expand your reach, engage new opportunities, and increase your sales revenue. Link with IBM's worldwide field resources and the largest Business Partner network in the industry by leveraging our collaboration, networking, and teaming resources
- Communities and initiatives that let you leverage our leadership and investments to capitalise on and close business in new and emerging market opportunities such as SaaS, Business Continuity and more.

Find out more visit: ibm.com/isv

KNOW YOUR IBM

Know Your IBM delivers rewards to sellers for both easy-recall, entry-level modules and repeated sales successes, through a permission-based, interactive, online enablement programme that fosters IBM presence and brand loyalty. It is designed to help you increase your productivity, sales and profit potential.

Learn, sell and earn

Know Your IBM offers focused, meaningful, easy-to-use quick interactive e-learning modules requiring minimal time to complete. This approach is designed to help you understand the unique features and related client benefits of IBM product, services and solutions.

So, you can receive rewards for Learning, and even greater rewards for Selling eligible IBM products, services and software.

[Find out more about Know Your IBM](#)

IBM GLOBAL FINANCING

IBM Global Financing can support technology investments and help mitigate financial risk. That means not only the most comprehensive, competitive IT financing offerings for your clients, but also sophisticated commercial financing solutions for you. You can also earn a fee incentive when using IBM Global Financing.

Through our leases and loans and the ability to help recover value through the resale and disposal of old information technology equipment, IBM Global Financing can provide access to affordable technology funding for all types of businesses.

As the world's largest information technology financier, IBM Global Financing has an asset base of nearly \$36 billion and we are now active in over 55 countries.

[IBM Global Financing](#)

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