PartnerWorld Cloud Benefits Guide

A guide to delivering services and solutions to the cloud and transforming with IBM

IBM®

Welcome

Dear IBM Business Partner,

IBM recognizes the needs of the evolving channel to capture the opportunity for cloud based, high value customer solutions. As such, PartnerWorld is evolving to enable, recognize and reward both current and prospective Business Partners who are addressing cloud-based, high-value client solutions.

This PartnerWorld guide outlines the expanded portfolio of cloud resources to accelerate your success.

This guide offers a quick view of some of the cloud benefits and resources available to you in key areas, including:

• Marketing   • Selling   • Technical Support   • Training   • Collaboration

We've also provided an up-close view of some of the hottest opportunities in IT today and a snapshot of resources that can help you build your business in these areas.

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
Director, IBM PartnerWorld

Growth Opportunities

Transforming for growth

Our joint opportunity to deliver solutions and services 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 and services where clients need us most.

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

- **Big Data and Analytics**
- **Cloud Computing**
- **PureSystems**
- **IBM MobileFirst**
- **Social Business**

Entry-point solutions for each of these growth areas have been identified and are supported with demand generation, sales enablement and prospecting support. Leverage IBM Software One on PartnerWorld to leverage these door opening offerings.

Click on the priorities that make the most sense for your business and you'll learn about a wealth of resources that can help put you on the path to growth and opportunity.

Cloud ecosystem: Solution as a service
Cloud services are on the rise as clients look for more capacity, greater flexibility, a heightened ability to innovate and more. The cloud represents a significant opportunity for IBM Business Partners poised to transform as managed service providers, hosting partners, brokers and – in today's vernacular – firms that deliver "everything as a service" or XaaS providers. 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.

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Growth Opportunities

Big Data and Analytics

Big data and analytics is an enormous opportunity for IBM Business Partners to transform every clients business with speed and conviction. The amount of data in the world is growing every second, and taking on more forms—structured and unstructured, in motion and at rest. Big data holds valuable insights that can transform a business. But without analytics, big data is just noise. Running analytics on this wide range of data gives your clients a more vivid picture of their business and the forces that affect them.

Value to you
- Grow your business
- Help your clients invest in a platform that is fluent in all forms of data and analytics
- Assist clients in extracting insights from data to make real-time decisions and deliver better business outcomes

Seller and marketing resources
- Big Data and Analytics Sales Kit
- Big Data and Analytics Introductory Videos
- Introduction to Big Data and Analytics Technologies
- Deepen Your Knowledge with Big Data and Analytics
- Big Data and Analytics Point of View (POV)
- Conversation Guide and Conversation Prep Sheets
- Big Data and Analytics in Action - Monthly Newsletter
- Software Value Plus Business Analytics Capability Authorization
- Software Value Plus Smarter Analytics Capability Authorization for Big Data

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Growth Opportunities

Cloud Computing

Clients need Business Partners who can provide solutions tailored to their specific needs, including public, private and hybrid cloud services. IBM provides a robust cloud computing reference architecture and a family of cloud solutions that deliver value across the spectrum of cloud computing models. We are committed to delivering what you need to win in the marketplace, whether you build clouds for clients, provide or resell cloud services, or develop cloud solutions.

Value to you

- Higher net profit
- Higher value and margins through consultative selling
- More opportunities to address client needs and expand deal size

Marketing and Selling Resources

- Customizable marketing assets
- MSP Overview Web Page
- MSP Marketing Launchpad
- IBM Global Financing
- MSP Virtual Briefing Center
- Software Value Plus Cloud Computing Capability Authorization
- IBM Cloud Marketplace

Development Tools and Solutions

- developerWorks and Cloud Computing Resources
- Power Development Platform
- Remote Development Support (System z)
- Cloud Computing Open Standards
- SoftLayer Trial Program
- Software Access Catalog

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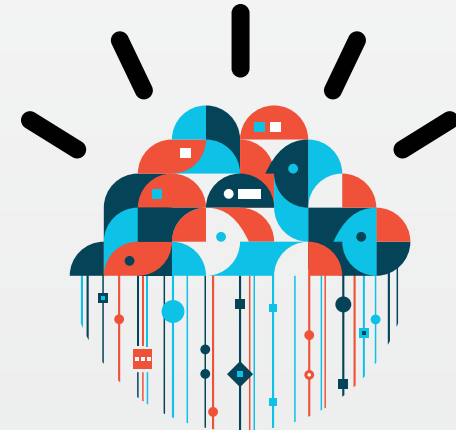
Growth Opportunities

PureSystems

The IBM PureSystems family of expert integrated systems deliver greater speed, simplicity and efficiency for Cloud and Big Data. Fundamentally change the economics of IT for your clients by simplifying the entire IT project lifecycle to reduce time, cost and risk.

Value to you

- Enable client to combine the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance tuned to the workload – fundamentally changing both the experience and economics of IT
- Dramatically speed the deployment of new IT processes and services and reduce many of the risks and inefficiencies that are inherent in today's fixed, deterministic IT solutions.

Seller and marketing resources

- Learn about Expert Integrated Systems
- Find optimized applications in the PureSystems Centre
- Explore resources to help you sell in the PureSystems Sales Kit
- Optimize and validate your solution through Ready for IBM PureSystems
- Tap into a comprehensive resource list for Business Partners in the Asset Library
- Boost sales and profits with IBM Global Financing for PureSystems

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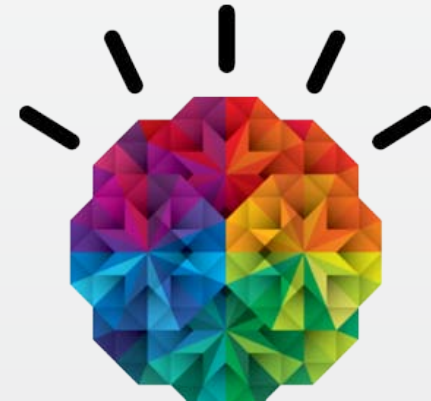
Growth Opportunities

IBM MobileFirst

Innovative businesses are becoming mobile enterprises. They connect with mobile customers, build insights through more powerful analytics, deliver more convenient and relevant engagements, and improve management and customer service with seamless integration of front-end functionality and back-end data. To help your customers reach their goals — cost-effectively and with strict controls — IBM offers a comprehensive set of mobile products and services to increase efficiencies and gain a competitive advantage.

Value to you

- Grow your offering portfolios
- Expand your client base
- Leverage the pull of IBM in the mobile marketplace

Seller and marketing resources

- About the IBM MobileFirst Platform
- Get Started with IBM MobileFirst – Steps to get your solution to market.
- Feature your solutions in the Mobile App showcase
- IBM Mobile Foundation Sales Mastery
- IBM MobileFirst Sales Kit
- Find what you need to convert social listening into solution sales through Selling with Social Insights
- Software Value Plus - IBM MobileFirst Authorization

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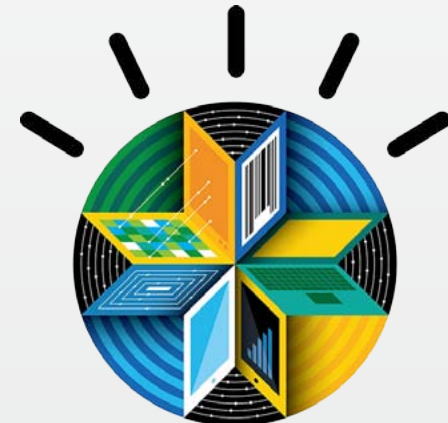
Growth Opportunities

Social Business

Social business is here—it answers to the major technological and economic shifts that define innovation today. Social ways of working harness the explosive growth of mobile, cloud and big data, and serve as the foundation for effective employee and customer engagement.

Value to you

- Enable clients to connect, share knowledge and use information in new ways
- Empower clients to use analytics and collaboration to see new opportunities and innovate
- Leverage IBM tools and solutions to evolve how your clients understand their audiences

Seller and marketing resources

- IBM Collaboration Solutions Sales Plays and Social Business Use Cases
- Get started with Social Business Ready to Execute marketing templates
- Demo: IBM Exceptional Digital Experience for Mobile.
- SocialBusiness Insight Blog
- Social Business Users Group
- Software Value Plus - Social Business Authorization

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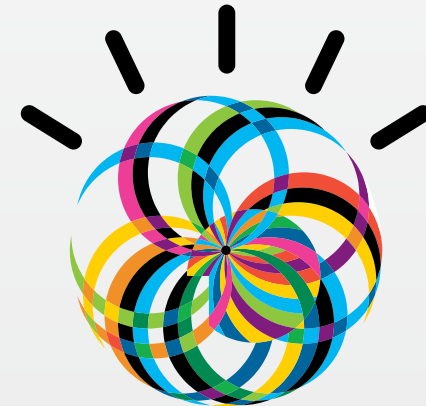
Growth Opportunities

Teaming With IBM to Address Complex Solution Areas

IBM Business Partners around the world are helping clients solve complex challenges, simply. In the midmarket alone, Business Partners lead the way with solutions and a growing variety of cloud-based services that enable clients to innovate, adapt and succeed at a faster pace and across a wider stage. 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 mobile, collaboration, social media 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.

Leverage IBM technologies to gain a more reliable, robust, secure and scalable hosting environment, develop and deploy compelling solutions. Connect with other Business Partners 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, Cloud & Smarter Infrastructure and more. ■

Valuable Support for Cloud-related Opportunities

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

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.

Additional Benefits:

Influencer Marketing Funding

Client Events Package

Co-marketing Funding

Continued

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.

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.

IBM offers a wide variety of demand generation benefits. Learn how to leverage co-marketing funds, earn investment dollars and receive discounts when you sell IBM products with our Ready to Execute campaigns.

Leverage the sales pipeline demand creation benefit to help identify, access, and engage the right executives for the early stages of business opportunities.

Outbound calling acceleration for your sales teams enables your sales reps to compress two days of manual calling into one hour. ConnectAndSell delivers on average 7-10 live conversations per hour.

Discover the most advanced cloud offerings from IBM and our business partners, learn about upcoming technologies, and experience them in a free trial environment with the IBM Cloud Marketplace.

Through the Marketing Campaign Services benefit your firm can work with TSL Marketing to develop a campaign strategy and design a custom campaign to drive new leads. They also offer IBM Business Partners an ongoing selection of "at the ready" campaigns which incorporate IBM assets and resources. Our goal is to help you generate quality leads and boost your pipeline! TSL will also work with you to progress your leads through the sales process, both during campaign and after it is completed.
Continued

Marketing

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.

Qualtrics, for instance, simplifies sophisticated research. The company is a worldwide leader in enterprise data collection and analysis with software that is easy enough for an intern, but sophisticated enough for a Ph.D. Global organizations and research firms of all types and sizes use Qualtrics software to make better decisions based on strategic research intelligence.

PartnerWorld SatScor is IBM's new free client satisfaction survey that can be used to promote referral marketing and improve sales success. The survey will be delivered by Qualtrics and available August 2014.

Additional benefits and resources:

Market Insights for Business Partners

Qualtrics Research Suite

IBM Co-Marketing Center

Hoovers – an Online Sales Lead and Marketing Research Tool

Submit Your Solution to Global Solutions Directory

Digital Content Marketing

Third Party Discounts for Business Partners

IBM Redbooks Sponsorship

Success Story in a Box

Customizable marketing assets

Business Partner Marks

IBM Ingredient brand mark

PartnerPlan

MSP Achievement Mark

MSP Handbook

MSP Marketing Launchpad

MSP Overview Web Page

MSP Showcase

Self Paced Social Media Boot Camps

MSP Virtual Briefing Center

MSP Welcome Kit

Ready for marks

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 assist 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. To accelerate your success, IBM has also identified a subset of our software portfolio that serves as entry-point solutions to engage new clients. Go to IBM Software One on PartnerWorld to leverage these offerings to help you build and grow your revenues. Other selling resources available through PartnerWorld include:

Financing

IBM Global Financing can offer payment plans that expand your client's purchasing power and help you close more transactions. In fact, a recent study of more than 26,000 deals led by IBM Business Partners, showed that including IBM Global Financing can help increase your probability of winning by up to 33 percentage points.

IBM Global Financing can also broaden your solution portfolio with IBM Certified Pre-Owned Equipment and help grow your business with access to working capital. Additionally, our Rapid Financing™ app can deliver financing quotes and contracts while you are on the road.

Benefit:

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. **Software Value Incentive**, for instance, is designed to reward value-add throughout different stages of the sales cycle – opportunity identification and selling IBM middleware to customers. **Value Advantage Plus** rewards investment in skills and high-value software solutions. In order to resell authorized software products, you must participate in one of these incentives and meet additional criteria for Software Value Plus (SVP). SVP Industry and SVP Capability Authorization recognizes and rewards Business Partners selling proven industry and business capability solutions. Business Partners must be authorized for IBM Software Value Plus and meet additional criteria to participate in these initiatives.

Benefits:

Software Value Incentive

Solution Accelerator 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.

Benefit:

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.

Benefit:

Competitive Marketing Intelligence

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IBM

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.

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.

Benefits:
IBM Sales Plays
Pre-Sales Advisor Tool
Quick Proposal Process Templates
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.

Moreover, IBM Training has teamed with four Global Training Providers to build skills for a smarter planet. As an IBM Business Partner, you have many opportunities to team with these training providers in most countries.

Sell or Deliver IBM Training
Global Training Providers

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.
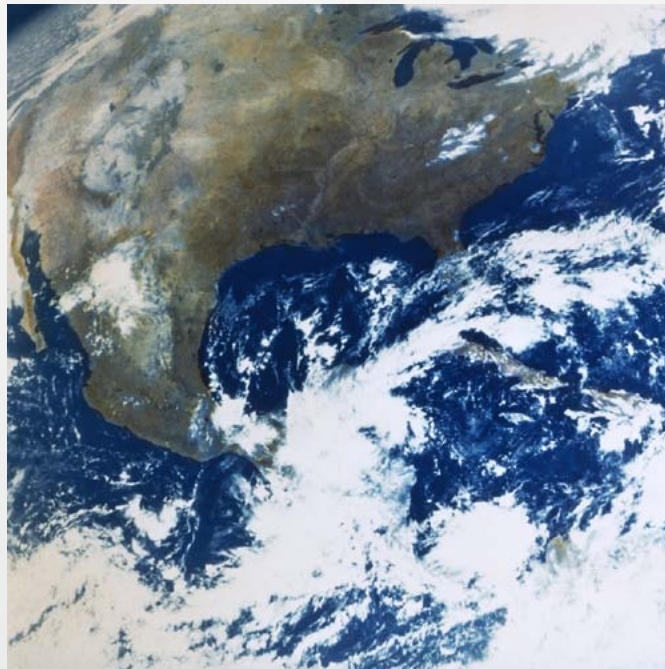
Technical Sales Support

Get direct access to highly skilled, technically certified IT specialists through **Techline** for hardware and software 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.

Additional technical sales support benefits for Software Business Partners are available via the purchase of the Value Package.

Benefits:

Configurators

Techdocs – the Technical Sales Library

Techline

Value Package - Technical Sales Support

Continued

Technical

Technical Support

Easily and quickly access answers to systems- and software-related questions and receive valuable implementation assistance through pre-sales technical support. Access fee-based **remote 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.

Benefits:
Remote Technical Support
IBM Systems and Middleware Technical Support Options for
   Software Development
Innovation Centers

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.

Additional benefits and resources:
IBM Innovation Centers
IBM Technical Validations
Code Name BlueMix
Cloud Computing Open Standards
developerWorks and Cloud Computing Resources
BLU Acceleration for Cloud
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 of commercial solutions, and to help you run your business more efficiently. Additional certification and training discounts and pre-sales 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.

Additional benefits and resources:

Power Development Platform

IBM Hardware Mall

Remote Development Support

IBM PureFlex Technology access initiative

PureExperience Program

SoftLayer Trial 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.

Take advantage of IBM ThinkAcademy to learn how IBM solutions are inspiring clients to use technology to change their strategy for growth. ThinkAcademy leverages rich content created to enable conversations around new, complex solution areas, including big data and analytics, cloud computing, mobile, social business and more. You can access point-of-view documents, conversation starters and watch short, engaging videos.

The IBM Software Practice Accelerator is a comprehensive learning path that builds upon the foundation of rich product training and certification programs currently offered by IBM. Through a series of development opportunities, you can accelerate your delivery of integrated IBM solutions and expand your services practice in order to deliver a top notch client experience

Additional benefits and resources:
IBM Innovation Centers: Training
IBM ThinkAcademy
Solutions College Cloud Education Offerings
Business Transformation Workshops

Discounts, Reimbursements and Rewards

Receive discounts, reimbursements and rewards on training that delivers a strong return on your investment in acquiring skills. You Pass, We Pay, for instance, is designed to help your company offset the expense of building technical skills by reimbursing the base cost of IBM software technical certifications and optional preparatory roadmap education.

Benefits:
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.

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, including digital media marketing. To help you sell IBM Smart-Cloud for Social Business, offer your clients trial accounts at no charge for 60 days.

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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.

Interact with IBM experts and our global ecosystem of IBM Business Partners through new social features such as IBM Forward Thinkers.

Harness the power of the social web to grow revenue through Selling with Social Insights. It's no secret that the web contains a wealth of news and information. It also hosts numerous conversations taking place between businesses and key decision makers as they investigate what solutions to procure. Selling with Social Insights collects critical conversations about key solution areas to give you the insight to information that's credible, trending and, most importantly, *actionable*. It is the one place to go for valuable market data aligned education, sales enablement and subject matter expertise to help you join the conversation. Selling with Social Insights delivers what you need to convert social insights into sales.

Benefits:
Business Partner Locator Tool
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, a member of the cloud ecosytem 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.

IBM®