

# IBM PartnerWorld Program Guide

*A guide to teaming and transforming with 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

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



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## 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.

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.

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.

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### 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

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.

### 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.

#### ***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.

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.

#### ***Cloud-based services***

Today, companies are actively pursuing big data and analytics to improve decision making and operational efficiency. Social business and mobile are 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. Tap into IBM's next-generation technology and expertise, and combine it with your unique value to deliver marketing-leading cloud-based services.

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## Overview

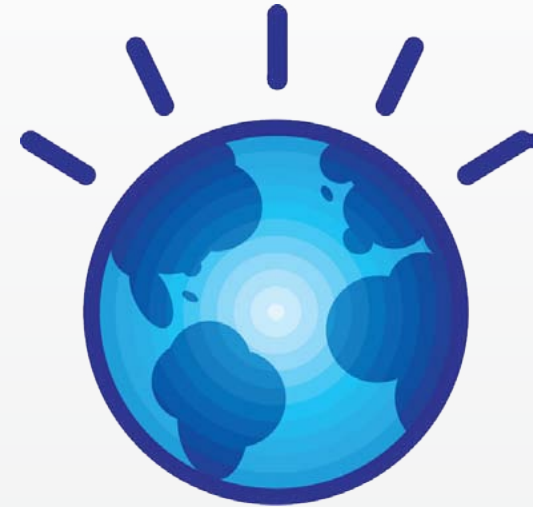
### ***A focus on skills***

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.

### **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, big data and analytics, IBM services and software, 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.

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### Overview

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.

#### **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.

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## Overview

### Participating in IBM PartnerWorld

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 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.

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

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 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.

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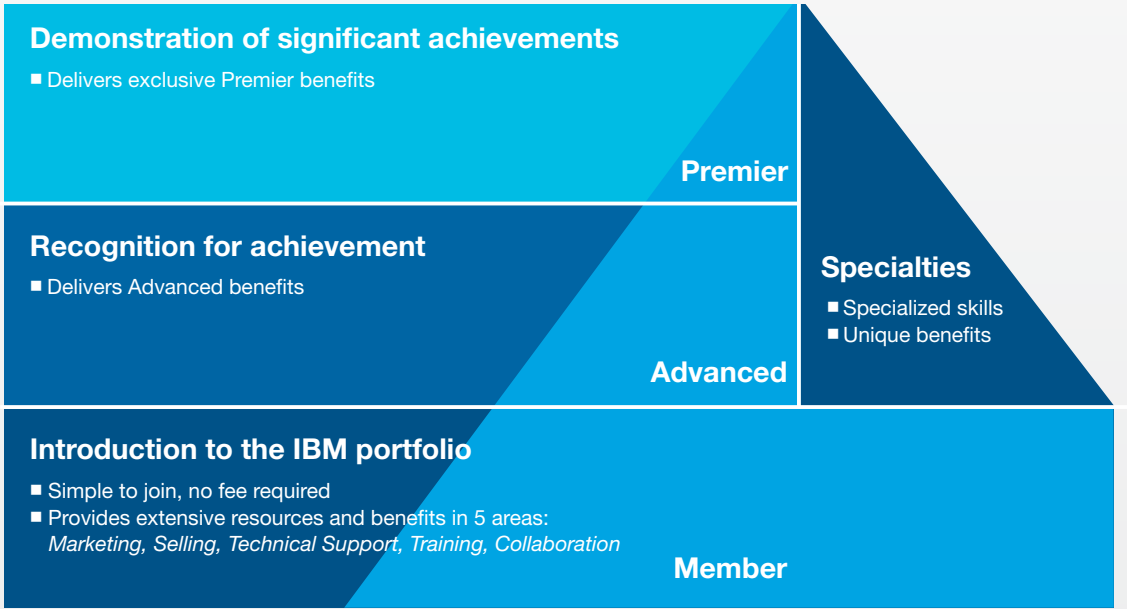


Overview

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.

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## Overview

### IBM Specialties

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

PartnerWorld Criteria – Effective July 2014	
Skills/Solutions	Points
Mastery test/sales certification/entry technical certification/selected non-IBM certification	1
Technical certification (not entry, advanced or expert)	2
Advanced/Expert Technical certification	3
Verified Business Partner Solution	4
Business Impact	Points
New Client Win (\$10K minimum)	1
\$60K Total Software Revenue	1
\$60K Total ISV Revenue	1
\$80K Total Services Revenue	1
\$100K Total System x	1
\$100K Total System and Storage (excluding System x)	1
Midmarket revenue (add to total) points	
\$30K Midmarket Software	1
\$30K Total ISV Revenue	1
\$40K Midmarket Services	1
\$50K Total System x	1
\$50 K Total System and Storage (excluding System x)	1
Client Reference	Points
Published client reference	2
Client Satisfaction	Current
Achieve NPS rating level	
25% – 49%	2
50% – 100%	4

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.

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.

#### Continued

Targets	
Advanced	Premier
10 points	30 points
Skill point minima and maxima	
<ul style="list-style-type: none"> <li>* Advanced participation level requires a minimum of 6 IBM skill points.</li> <li>* Premier participation level requires a minimum of 12 IBM skill points.</li> <li>* Not all tests or certifications count toward PartnerWorld points. Click here for the latest <a href="#">Eligible Skills Table</a></li> <li>* An individual may count no more than five skill points (IBM and non-IBM) towards the firm’s level.</li> <li>* A firm earns 4 points for a Verified Business Partner Solution or Managed Service for each IBM product or service that is leveraged by the solution or managed service.</li> <li>* A firm may count no more than 8 points for a single Verified Business Partner Solution or Managed Service.</li> <li>* A firm may count no more than 16 points for Verified Business Partner Solutions and Verified Business Partner Managed Services combined towards PartnerWorld level.</li> <li>* 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 or Managed Services.</li> </ul>	

Effective July 1, 2014

For complete detail visit:

[www.ibm.com/partnerworld/2014program/enhancements](http://www.ibm.com/partnerworld/2014program/enhancements)

## Overview

### 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.

A relationship management web page brings together all of the key resources needed to manage your firm's relationship with IBM. If you are the Authorized Profile Administrator (APA) or Primary Relationship Contact (PRC) for your firm, you have easy access to tools and information to help you better manage your firm's IBM PartnerWorld account and relationship.

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 offered through PartnerWorld, you can purchase the IBM Value Package containing a rich set of benefits, including certification and training reimbursement, pre-sales 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.

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## Overview

### The IBM Business Partner Mark – A Symbol of Excellence

The IBM Business Partner relationship marks are emblematic of the value of your collaboration with IBM. The marks validate and highlight your official relationship and level of program participation, as well as authenticate you in the minds of your clients, pairing Business Partner marks with one of the world's most recognizable logotypes. The stand-alone mark is available to qualified Member, Advanced, and Premier Business Partners.

Achievements can include authorizations, capabilities, Ready for, and awards. In combination with the Business Partner mark, achievements represent higher levels of accomplishment by and recognition of your company within the IBM Business Partner program, and convey this additional expertise and value to clients.

The IBM Ingredient brand - enhanced mark enables qualified Business Partners to promote the verified fact that their solution runs on, or is built on, IBM technologies.

### 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. ■



**Specialty**  
Cloud Computing

**Authorized  
Software Value Plus**  
Security Solution

**Authorized Systems  
and Storage**  
Storage

**Beacon Award**  
Winner 2014



enhanced

## 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

### Marketing and Selling 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

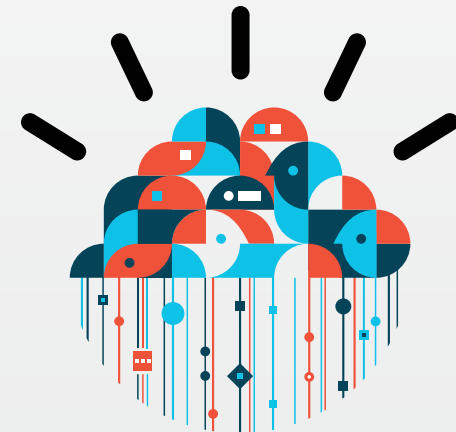
#### Marketing and Selling Resources

- [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.

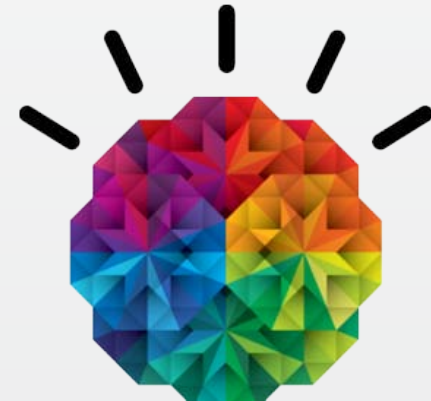
#### Value to you

- 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.

### Marketing and Selling 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.

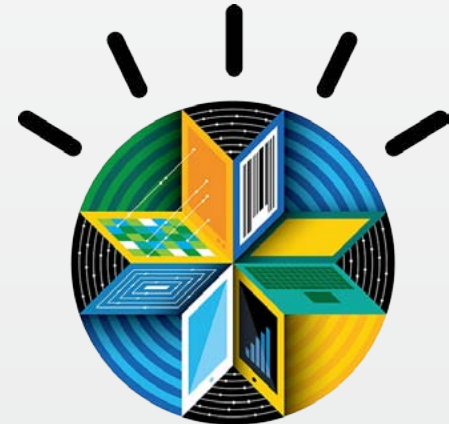
#### Value to you

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

### Marketing and Selling 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.

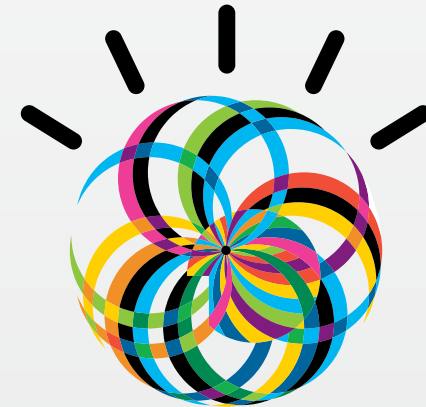
#### Value to you

- 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

### Marketing and Selling 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.*

#### 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](#)

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## 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.

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## 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.

### Benefits:

[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](#) ■

## 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](#)

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## 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](#)

[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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## 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](#)

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## 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](#)

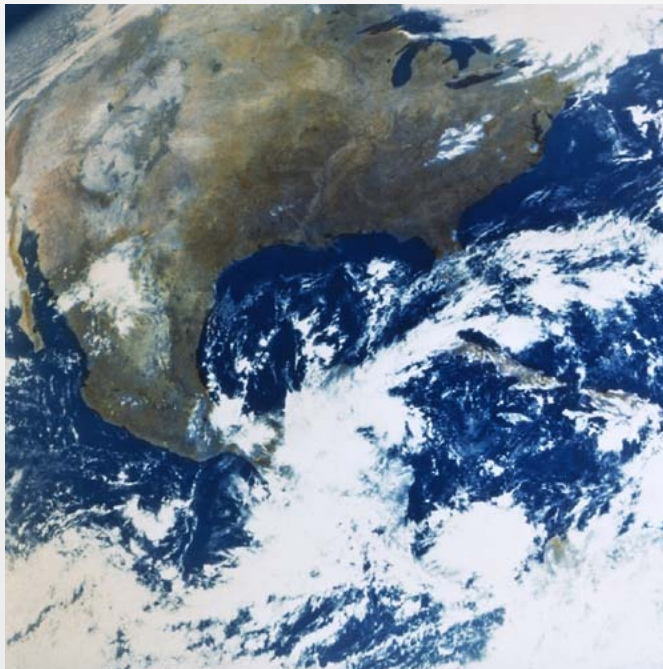
[Global Training Providers](#) ■



## 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.

#### Benefits:

[IBM Innovation Centers](#)

[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 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](#)

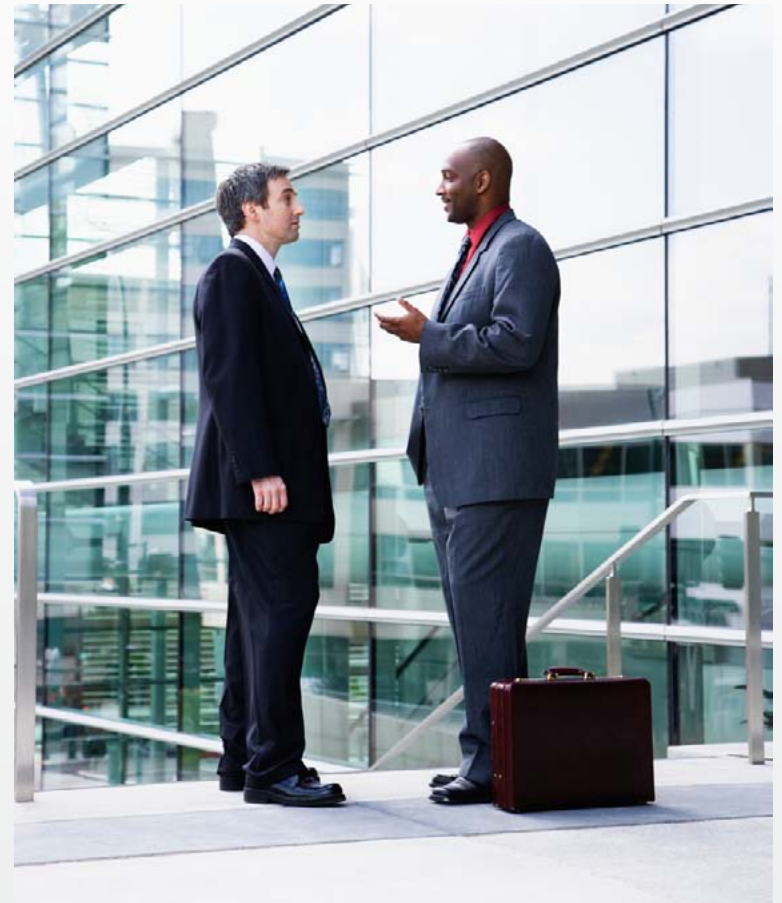
### System and Storage Access

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.

#### Benefits:

[Power Development Platform](#)

[IBM Hardware Mall](#) 



## 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

#### Benefits:

[IBM Innovation Centers: Training](#)

[IBM ThinkAcademy](#)

[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. 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.

***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.

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 ecosystem 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 value 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.***



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