

IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**



PWIN – A unique Platform to Stay Connected

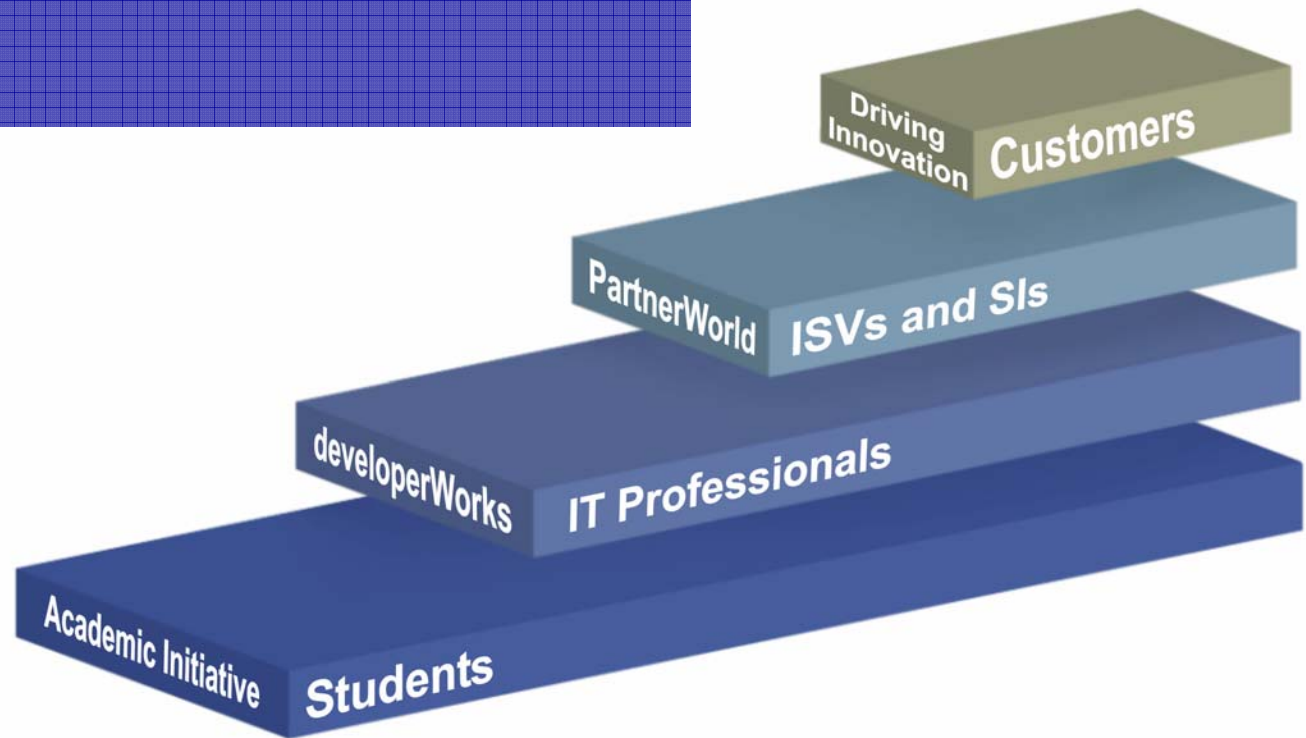
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Session # 36 ISV PWIN

The IDR Mission

We aspire to drive market leadership for IBM by building a community of skilled IT students, professionals, and partners who passionately use, recommend, and add value to our products and solutions.



Focus on Business Partner Success

In every phase of the Business Cycle

Build

Technical resources

Market

*Your virtual
marketing
department*

*Solution &
technology communities*

Sell

*Selling tools
and benefits*

Collaborate

Partner collaboration



PartnerWorld: Resources to help you succeed

Build



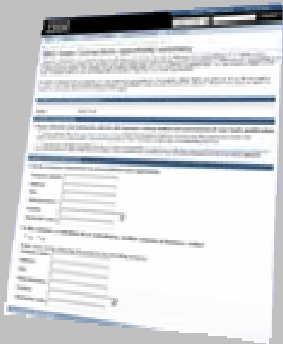
- IBM Virtual Innovation Center
- IBM Innovation Centers for Business Partners
- And more!

Market

- IBM BP Events Plus
- Direct Mail & Telemarketing
- Search Engine Optimisation



Sell



- IBM Sales Connections
- Business Partner Benefits Status Portal
- Published Case Studies

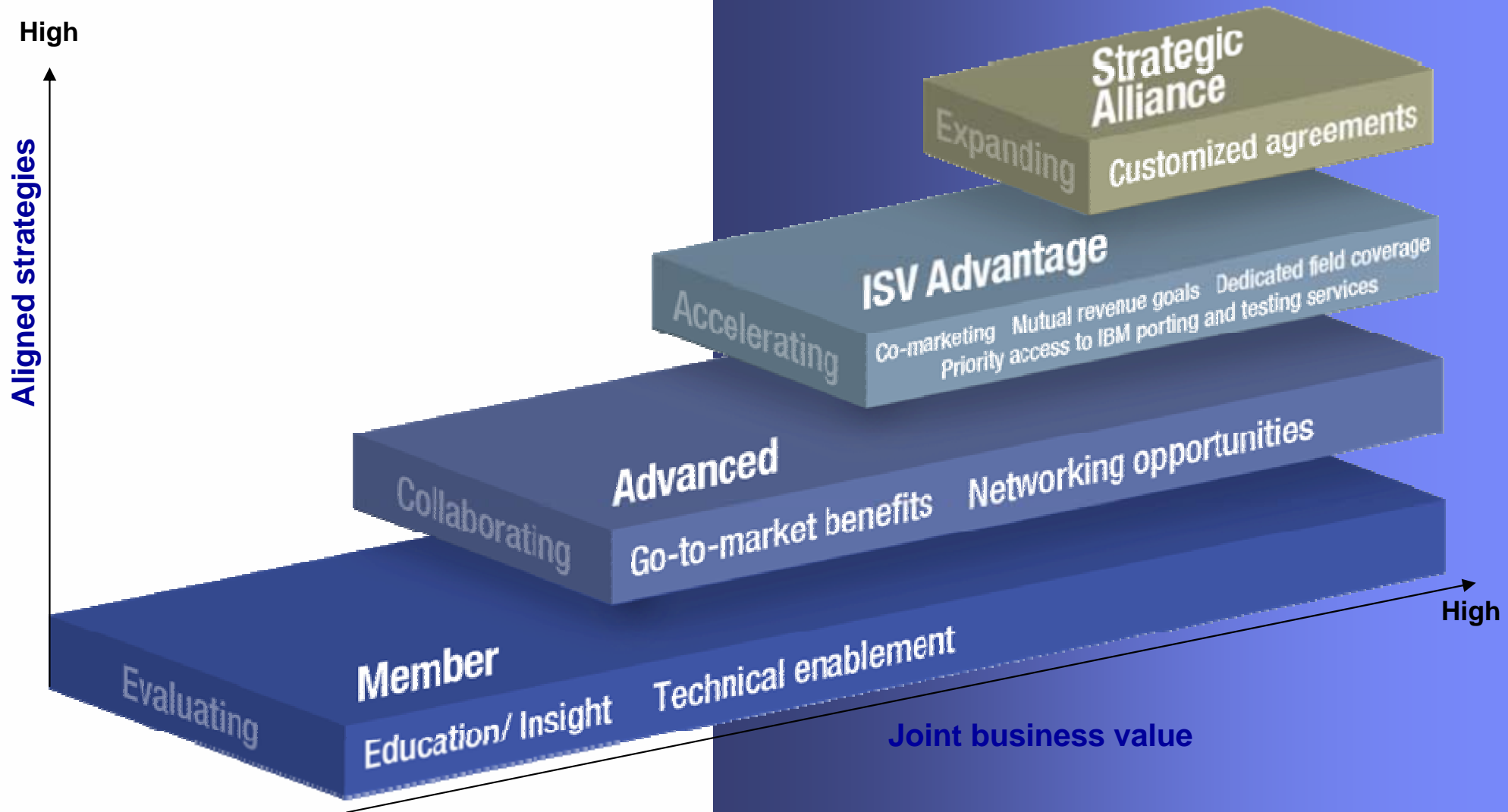
Collaborate

- IBM Value Net Connections
- Connection events
- Collaboration in Second Life™
- And others!



You get cumulative benefits

As your relationship evolves, so do our programs



IBM ISV & Developer Relations

Explore possibilities. Stimulate solutions.

Five ways we can help you be successful:

1. Get to market fast with best of breed **technical support and training**
2. Treat us as your extended **marketing team** that can help your team create awareness, develop end-to-end campaigns, and close deals with our marketing benefits
3. Create global reach and connect with Business Partners who focus on the areas that matter to you using our **collaboration** benefits
4. Win more business and **sell** globally by linking with IBM WW sales teams
5. Get traction in emerging markets and technologies with our **specialties and communities**



Build

1. Best of breed technical enablement and training. Take the risk out of enabling to IBM hardware and software.



Technical resources to help you get to market fast

Project Resource Manager



Get personalized, one-on-one guidance for every stage of your development project—and more



developerWorks

Leverage the industry's leading developer resource portal to gain access to open standards-based technologies, tutorials, tools, and code



IBM Virtual Innovation Center

Get one-on-one guidance from resource managers, online technical support, powerful courseware, and fast path access to the full IBM technical support portfolio

E-Architect Consultations

One-on-one meeting on IBM's product portfolio, enablement support, and customized recommendations from an IBM IT architect



Market

2. Take the mystery out of going to market with IBM. Help you create awareness, generate leads, and close business.



Marketing Support

Business Partner Events Plus



Make your event participation easy and affordable with Client Events Package, Event Participation Support, or Trade Show Package

Campaign Resources



Target new opportunities and develop a pipeline of qualified leads with direct mail, telemarketing and Lotus Sametime Unyte Meeting service

Search Engine Optimization

Analyze and unlock your web assets with this consultative service. Get ways to drive new traffic from search engines to your site



Collaborate



3. Create Global Reach.
Collaborate to create a
thriving Business Partner
Ecosystem.

Expand your networking opportunities

Value Net Connections



Build and deliver complete solutions for your clients or extend your geographic reach through partner-to-partner collaboration

Value Net Package

Design and execute an end-to-end marketing campaign with the Business Partners in your value net



Connection Events

Meet IBM leaders, sales teams, and other Business Partners who focus on the solution areas and industries that matter to you



Connection Events in Second Life™



Connect with IBM and other Business Partners in the 3-D world of Second Life™--a world without boundaries!

Sell

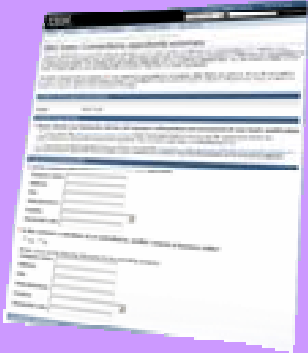


4. Get what you really want:
Help closing deals—
worldwide.



Co-selling with IBM

IBM Sales Connections



Connect with the right IBM sales resource to close your deal today. Attach a Business Partner Sales Resume for extra visibility

Benefits Status Portal



Check the status of your Sales Connections lead right from your desktop! And coming soon—check the status of your other benefits

Software Value Incentive

Earn financial rewards to grow your profitability for the value your business brings throughout the sales cycle

Published Success Stories

Showcase your client successes to prospective customers and IBM sales teams with an IBM produced marketing brochure at no cost to your company



Communities

5. Leverage our leadership in emerging markets and technologies.
Communities and specialties in the areas that matter to you.



Communities & Specialties Ecosystems

Your pathway to emerging markets

“Powering on Demand Applications” mark

Partner Podcasts

Press Releases

Sales Connections

Campaign Design Tools

email / telenurturing
campaign



“Ready for Business
Continuity” Specialty
Mark

“Ready for SOA”
Specialty mark



Technical
enablement



Marketing support

IBM SOA Business Catalog

IBM SaaS Showcase

Solutions Builder
Express

References & Case Study

Customized,
telemarketing campaign



IBM Innovation Centers

Bringing it all together.

- Global opportunity.
- Global capability.
- Local execution.

39 centers
worldwide!

Maximize Your Relationship with IBM

Go to your local IBM Innovation Center and learn how to navigate IBM's offerings and make the most of your partnership!

ibm.com/partnerworld/iic/events



Where to go for more information

- **Industry Insights:** ibm.com/partnerworld/industrynetworks/benefits/industry_insights.html
- **Business Partner Application Showcase:** ibm.com/isv/marketing/industrynetworks/benefits/application_showcase.htm
- **Business Partner Events Plus:** ibm.com/partnerworld/industrynetworks/benefits/events_plus.html
- **Trade Show Package:** ibm.com/partnerworld/industrynetworks/benefits/trade_show.html
- **Client Events Package:** ibm.com/partnerworld/industrynetworks/benefits/hosted_customer.html
- **Event Marketing Support:** ibm.com/partnerworld/industrynetworks/benefits/event_market.html
- **Sales Connections:** ibm.com/partnerworld/industrynetworks/benefits/sales_connections.html
- **Software Value Incentive (SVI):** ibm.com/partnerworld/softwarevalueincentive
- **Publish Your Case Study:** ibm.com/partnerworld/industrynetworks/benefits/published_case_study.html
- **Lotus Sametime Unyte Meeting:** www.ibm.com/isv/lotus/unityte.html
- **IBM Value Net Connections:** www.ibm.com/partnerworld/valuenet
- **Connection Events, face-to-face:** www.ibm.com/partnerworld/industrynetworks/connectionevents
- **Connection Events, virtual:** www.ibm.com/partnerworld/industrynetworks/benefits/second_life.html





QUESTIONS





THANK YOU

Learn more at:

- [IBM Rational software](#)
- [IBM Rational Software Delivery Platform](#)
- [Process and portfolio management](#)
- [Change and release management](#)
- [Quality management](#)
- [Architecture management](#)
- [Rational trial downloads](#)
- [Leading Innovation Web site](#)
- [developerWorks Rational](#)
- [IBM Rational TV](#)
- [IBM Rational Business Partners](#)

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