



IBM Rational Software Partner Connect

Partnering with IBM

“Marketing and Creating Demand”

*Jason Laufer
Asia Pacific SMB & Channels Leader*

Rational. software



connecting to the opportunity

Agenda: Steps to get Engaged in Sales & Marketing with IBM



1 Develop a Business Plan



2 Generate Demand



3 Build and Drive Pipeline



4 Accelerate Sales and Close Business



Resources that map to your Marketing activities

Develop a Business Plan



1

- New Enhanced PartnerPlan Tool
- Business Partner Profitability Worksheet
- IBM SWG Business Partner Activation Guide
- IBM Software Strategy Notebooks
- Competitive Market Intelligence
- Industry Research and Analysis
- PartnerWorld Express Advantage Industry Insights
- 2006 Business Partner Marketing Guide

Generate Demand



2

- Software Sales and Marketing Kits
- Campaign Designer
 - Print Ads
 - Available Campaigns
 - Discounted Advertising
- Business Partner Client Reference Program
- Additional Marketing Resources
 - Emblems
 - Brand Marks

Build and Drive Pipeline



3

- Business Partner Co-Marketing
- Marketing Campaigns and How-to Resources
- Software Marketing Materials
- Business Partner Playbooks
- 2006 Program Demand Generation Materials
- Direct Response Mail and Telemarketing
- Web Lead Generation
- Business Partner Application Showcase
- Software Marketing and Education Event Calendar

Accelerate Sales and Close Business



4

- IBM Financing Advantage
- Business Partner Innovation Center
- IBM Sales Connections
- Executive Assessment
- Quick Proposals
- IBM Software Narrated Demos
- Hosted Customer Meeting



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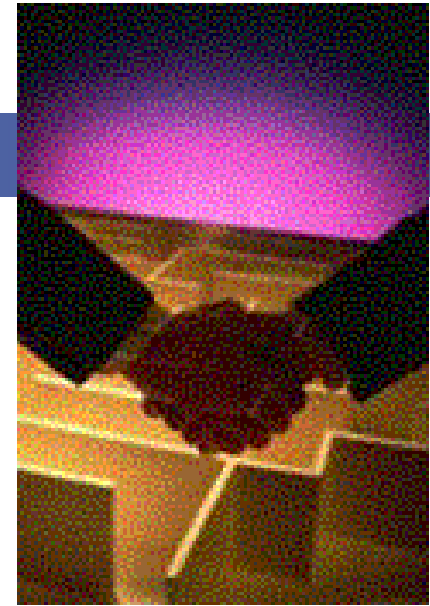




New Enhanced PartnerPlan Tool

Prepare for the year ahead using the PartnerPlan Tool!

- Drive business and better ensure your objectives are met
- Generate demand for your solutions and services
- Align with IBM marketing strategies
- Fine-tune your business process activity each quarter
- Built-in project management features
- Eligibility
 - Worldwide
 - All PartnerWorld members
- Learn More
 - [Account Planning](#)
 - [Success Stories](#)



Features:

- Compares yourself to peers and market leaders!
 - Based on region and size
- Review 2006 sales and marketing opportunities
 - What are the right investments?
 - Which up sell and cross sell opportunities are available?
 - Which opportunities provide the best ROI?
- Print out a summary...
 - Decide a model that works best for you





Business Partner Profitability Worksheet

A tool for distributors, Business Partners and IBM Business Partner reps

“We demonstrate this tool at all of our Business Partner Executive Planning workshops for WebSphere. Last year these workshops uncovered on average \$200K each in new pipeline with over 140 WebSphere Business Partners.”

- Brian Remington, WW
WebSphere Sales Executive



- Identify cross- and up-sell opportunities and support 2006 planning with IBM Business Partners
- Encourage Business Partners to take advantage of Programs that can accelerate and increase their profitability in 2006
- Accelerate opportunities for new Business Partners

“I used the worksheet with my CFO to help justify investment in additional WebSphere products.”

- Saru Seshadri



“In 2006 we want to make sure that as many of our partners as possible are making use of the ROI tool.”

- Jason Weathers, Product Mgr.



ibm.com/partnerworld/swmarketingprograms

> Select “Download the 2006 Business Partner Profitability Worksheet!”





IBM SWG Business Partner Activation Guide

Effectively identify cross and up-sell opportunities across IBM Software Group

- This modular approach helps:
 - **New Business Partners** understand their potential
 - **Existing Business Partners** understand how to increase their business relationship by adding new product opportunities
 - Benefits of being an IBM Business Partner
 - IBM's commitment to the Business Partner channel
 - Marketing opportunities for an IBM Business Partner
- Modules 2-3 available in English, French, German, Korean and Simplified Chinese



Modules Available:

- ✓ Module 1: Helping Business Partners Translate Opportunity into Profit
- ✓ Module 2A: IBM Software Marketing Program Overview
- ✓ Modules 2B: Stand alone guides for each of the 2006 Software Marketing Programs
 - Information on Demand - IBM Information Management
 - People Productivity - IBM Lotus
 - Business Driven Development - IBM Rational
 - IT Service Management- IBM Tivoli
 - SOA / Business Flexibility - IBM WebSphere
 - Mid Market - Cross brand
- ✓ Module 3: Call to Action

ibm.com/partnerworld/swmarketingprograms > Select "Download the 2006 Recruit / Activation Guide"





IBM Software Strategy Notebooks

Communicate IBM value, foster integrated solution selling, generate cross-brand opportunities and provide comprehensive, industry-specific solutions

- Helps Business Partners...
 - Explain the role of IBM software portfolio in providing an on demand Operating Environment
 - Demonstrate IBM software capabilities to become on demand businesses
 - Get a clear understanding of the IBM software solutions specific to your business
- Updated regularly with the latest information at your fingertips
- Stay informed and knowledgeable about IBM software brands

Notebook topics include:

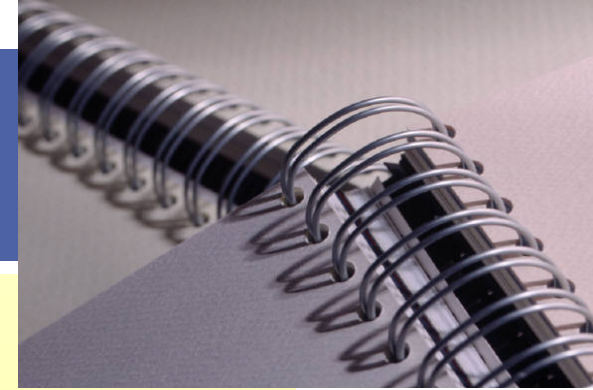
- ✓ The IBM Software Strategy
(An overview of the SW portfolio)
- ✓ IBM Lotus® Software
- ✓ IBM WebSphere® Software Platform
- ✓ IBM Information Management Software®
- ✓ IBM Tivoli® IT Service Management Software
- ✓ IBM Rational® Software Development
- ✓ IBM Workplace® Software
- ✓ IBM System z Software Solutions
- ✓ IBM Linux Software Solutions

What Business Partners are saying...

“To my knowledge there is not another single place where you can go to understand our strategy and the product portfolio.”

“I am new to SWG; these notebooks have been invaluable.”

“It is pitched at a business level, easy to read, and gives you a comprehensive overview.”



ibm.com/partnerworld/swmarketingprograms

> Products, services and solutions > Software > Select “Software strategy notebooks”





Competitive Market Intelligence

Position your firm to WIN against competition!

■ **Build compelling sales proposals demonstrating the strength of the IBM portfolio**

- **Competitive product information**
- **Updated daily with:**
 - Market analysis reports
 - Positioning information
 - News items from a number of external suppliers worldwide
- **Information topics**
 - Industries
 - Technologies
 - SMB
 - Competitive analysis
- **No-charge access to competitive tools**



ibm.com/partnerworld > Marketing resources
> Market intelligence and planning > Select "Competitive Market Intelligence"



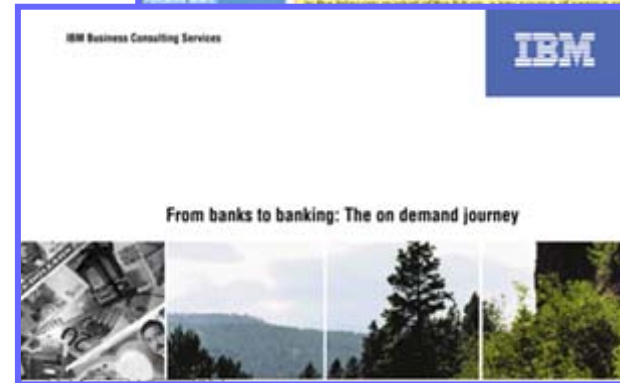
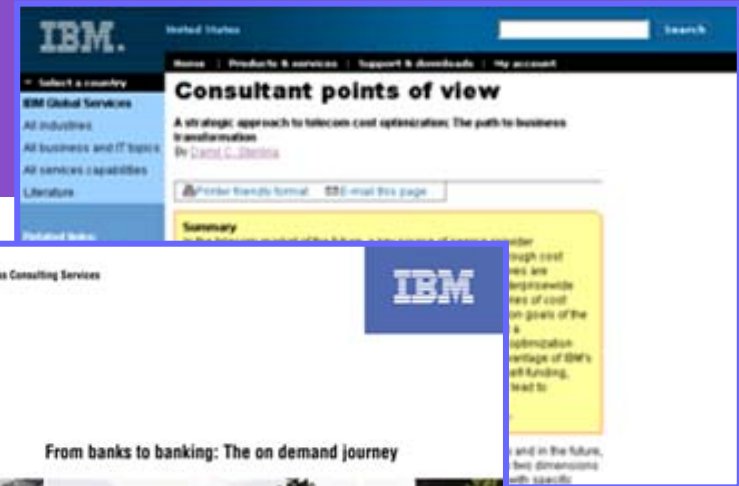


Industry Research and Analysis

PWIN

Leverage market leading analysis to gain clear insights on industry trends and create competitive advantage for your company

- The right information to deliver true industry expertise and leading edge solutions to your clients
- Complimentary online reports from IBM and third-party industry experts
 - Insights into industry direction
 - Pivotal business and technical issues
- Helps you to create/execute successful strategies
- Eligibility
 - Worldwide
 - All PartnerWorld members that participate in PartnerWorld Industry Networks



Research and Analysis available for:

- | | |
|----------------------------|--------------------------------|
| ✓ Automotive | ✓ Healthcare and life sciences |
| ✓ Banking | ✓ Insurance |
| ✓ Education and learning | ✓ Media and entertainment |
| ✓ Electronics | ✓ Retail |
| ✓ Energy and utilities | ✓ Telecommunications |
| ✓ Fabrication and assembly | ✓ Travel and transportation |
| ✓ Financial markets | ✓ Wholesale |
| ✓ Government | |

ibm.com/partnerworld > Industries > Marketing > Under "Gain Insight" Select "Industry Research and Analysis"

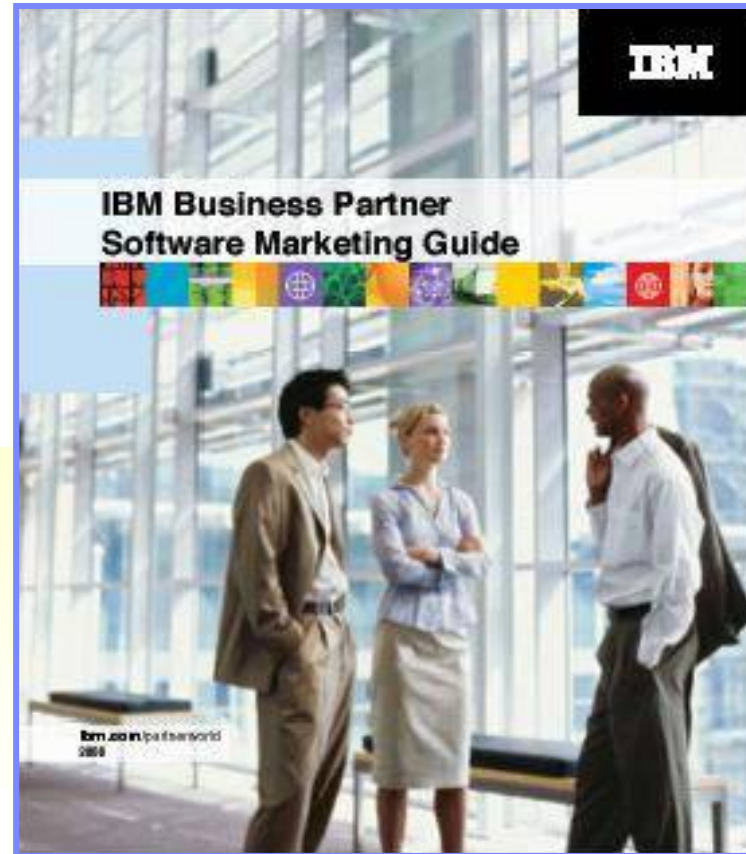




2006 Business Partner Software Marketing Guide

Drive new business opportunities

- Marketing Programs
- Software Offerings
- Business Partner Programs
- Support
- Sales and Marketing Resources
- IGF



ibm.com/partnerworld/swmarketingguide



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Software Sales and Marketing Kits

Access to IBM Sales Rep toolkit

■ **The same materials supplied to IBM sales people**

- Kits for over 400 of Software Group's top middleware
- Customer-ready materials
- Learn:
 - What each offering is
 - How it works
 - What it works with
- Find ready-to-use materials and information you can use for:
 - Sales calls
 - Demonstrations
 - Presentations
 - Proposals
 - Building your own marketing campaigns



Description	Ready-to-use materials
What it is/How it works	Customizable materials
→ Overview	→ Presentations
→ Core products (offerings only)	→ Demos
→ Market Opportunity	Deliverables
→ Competition	→ Presentations
→ Customer benefits	→ Printed materials
What it works with	→ Analyst / consultant reports
→ Complementary products	→ Announcement letters
Technical specifications	→ Articles
→ Configurations	→ Brochures
→ Copy	→ Case studies and references
→ Descriptions (25/50/100 words)	→ Press releases
→ Selling messages	→ Spec sheets
Ordering information	→ White papers
→ Pricing (SRP)	Graphics
→ Packaging	→ Awards and award artwork
→ Publications	→ Diagrams / illustrations / logos
Product-specific Support	→ Screen captures
→ Education / certification	Selling Tools
→ Technical / marketing support	→ (optional components provided by brands if they choose to develop them)



Campaign Designer

Customize marketing materials with your firm's messaging while leveraging the look and feel of IBM

- Create campaigns using a variety of template formats
- Customize the message and layout
- Build strategic campaigns using a combination of marketing tactics
- Leverage IBM data lists
- Manage and edit your campaign
- No charge to create campaign
- Leverage IBM discounts
 - Printing
 - Postage
 - Third-party vendor offerings (*telemarketing and event management*)

Create:

- ✓ Direct Mail
- ✓ Postcards
- ✓ Web Banners
- ✓ Brochures
- ✓ Websites
- ✓ Catalogs
- ✓ Self Mailers
- ✓ Phone script
- ✓ Sales kits
- ✓ Magazine ads
- ✓ E-mail text
- ✓ Invitations



Go to:

[Campaign Designer Demo](#)

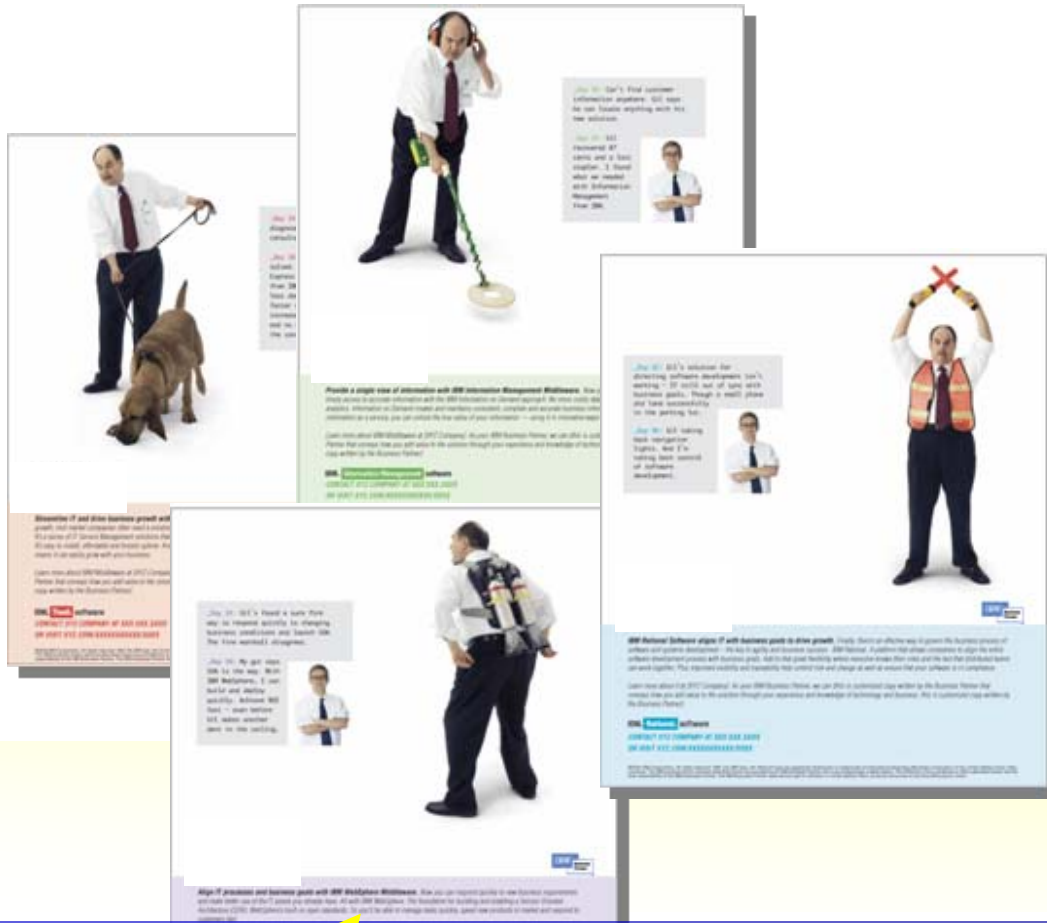
Special Offers
click here

ibm.com/partnerworld/campaigndesigner



Campaign Designer Print Ads

“Take Back Control” Ad Campaign



- Full page print ads
- Customizable
 - Photography
 - Advertisement
 - Business Partner Logo
 - Call-to-action
- No charge
- Support across all programs

Special Offers
click here

ibm.com/partnerworld/campaigndesigner
> Select “Software Group advertising”





Business Partner Client Reference Program

PWIN

Generate leads and increase sales by promoting your client successes to IBM sales teams and Business Partners

- Create new business opportunities
 - Include client implementations of your solutions in the IBM worldwide client reference database
 - Viewed over 1,000 times a day
- Eligibility
 - Worldwide in English
 - All PartnerWorld Advanced or Premier members that participate in PartnerWorld Industry Networks
- Learn More
 - [Published Case Study](#)
 - [Best Practices](#)

IBM PartnerWorld Industry Networks
for IBM Business Partners

Published case study
Generate leads by promoting your clients' successes

"The case study was one of the best pieces we had to share with business prospects and existing customers. We did a focused search campaign and we made sure all recipients received the piece of content!"
— Sarah Thompson, a president, TechCo

Case studies can be among the most persuasive tools in your marketing kit. Why? Because they help establish credibility. They describe real clients with real business issues—and present real outcomes—providing a highly effective way to differentiate yourself from the competition. But what if you don't have the time or resources to write case studies?

Published case studies from IBM can help with that effort and accelerate your sales cycle. As a benefit of IBM PartnerWorld Industry Networks, IBM will design and write a two-page marketing brochure describing one of your client case studies—at absolutely no charge.

The full-color PDF brochure is perfect for sales and trade shows, and it will demonstrate how your solutions, along with On Demand Business technologies from IBM, deliver value for your clients. To help you reach a global market, IBM will translate your case study into different languages. And to promote your success, IBM will post it in the IBM case study database, a directory that's actively used by clients, IBM sales representatives and IBM Business Partners looking for solutions. Your case study will appear across IBM external Web pages, including PartnerWorld Industry Networks. You can even link to the case study from your own Web site.

Published case studies are available to Advanced and Premier IBM PartnerWorld members worldwide who qualify for industry-sponsored benefits in PartnerWorld Industry Networks. Each case study highlights your client with IBM and focuses on the benefits realized by your client. Your solution must include one IBM middleware and one IBM hardware product and must have been implemented within the last two years.

ON DEMAND BUSINESS

Special Offers
click here

> Under "Generate Awareness" Select "IBM Business Partner Client Reference Program"





Additional Marketing Resources

Leverage IBM Business Partner emblems and Software brand marks



- IBM emblems
 - ▶ Business Partner Logo
 - ▶ Premier Business Partner Logo

- Software brand marks
 - ▶ Design principles
 - ▶ Use of software brands
 - ▶ Legal information



Click on screen shots Above to Go to the corresponding page on PartnerWorld

ibm.com/partnerworld > Marketing resources > Campaign components > Select "Literature and logos" > click on "Emblems, logos, guidelines"



ALSO : Introducing the NEW: *Rational Software Comes to You*

<i>What is Rational Software Comes to You (RSC2U)?</i>	Integrated campaign that leverages the Rational User Conference branding & content, to provide you with the tools, support, and guidance to execute successful demand generation activities
<i>What does it mean to you?</i>	Allows you to run high quality, efficient campaigns at a <i>very low cost</i> , by leveraging Rational content, execution support, and funding. <u>Delivering your story to potential customers!</u>
<i>Why will it be successful?</i>	Your messages and market understanding, combined with market-leading IBM Rational software & resources. Campaigns delivered through proven integrated marketing approach.



RSC2U: Different options to meet your needs

Three different options for YOUR Campaign

Packages provide end-to-end campaign support

Tremendous flexibility within packages- use the tools/ resources you need

RSDC Comes to You – A mini conference

- A Full day offering customers a subset of the Rational User Conference
- For Top-tier BPs looking to make major market splash
- Driven jointly by Rational partners and IBM marketing.

“Pick Your Seminar” in-a-box

- For skilled BPs establishing market presence/ drive demand
- Provides support for smaller events that are led more by BP

eRSC2U, A virtual approach

- For skilled BPs looking to execute virtual events
- Provides virtual event support capabilities

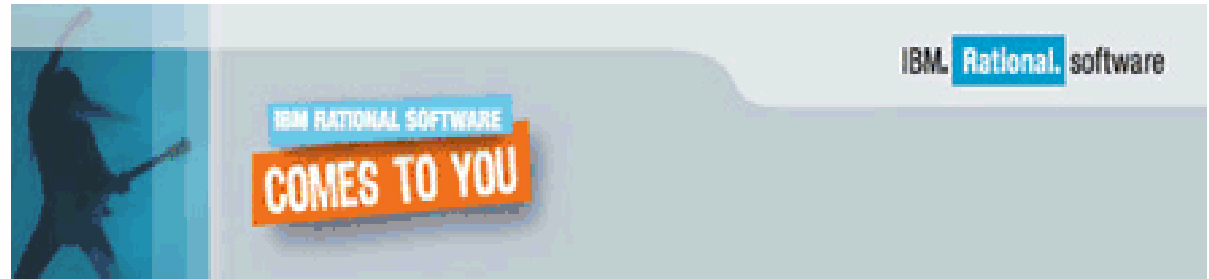


Different content packages

- Content packages that you can easily customize with your messages
- Packages based on compelling customer needs in 'hot' market sectors
- *The "A" in SOA*
- *Architecture Mgmt*
- *Quality Mgt*
- *Change and Request Mgmt*
- *Process and Portfolio Mgmt*
- *Requirements Mgmt*

Rational Software Comes to You

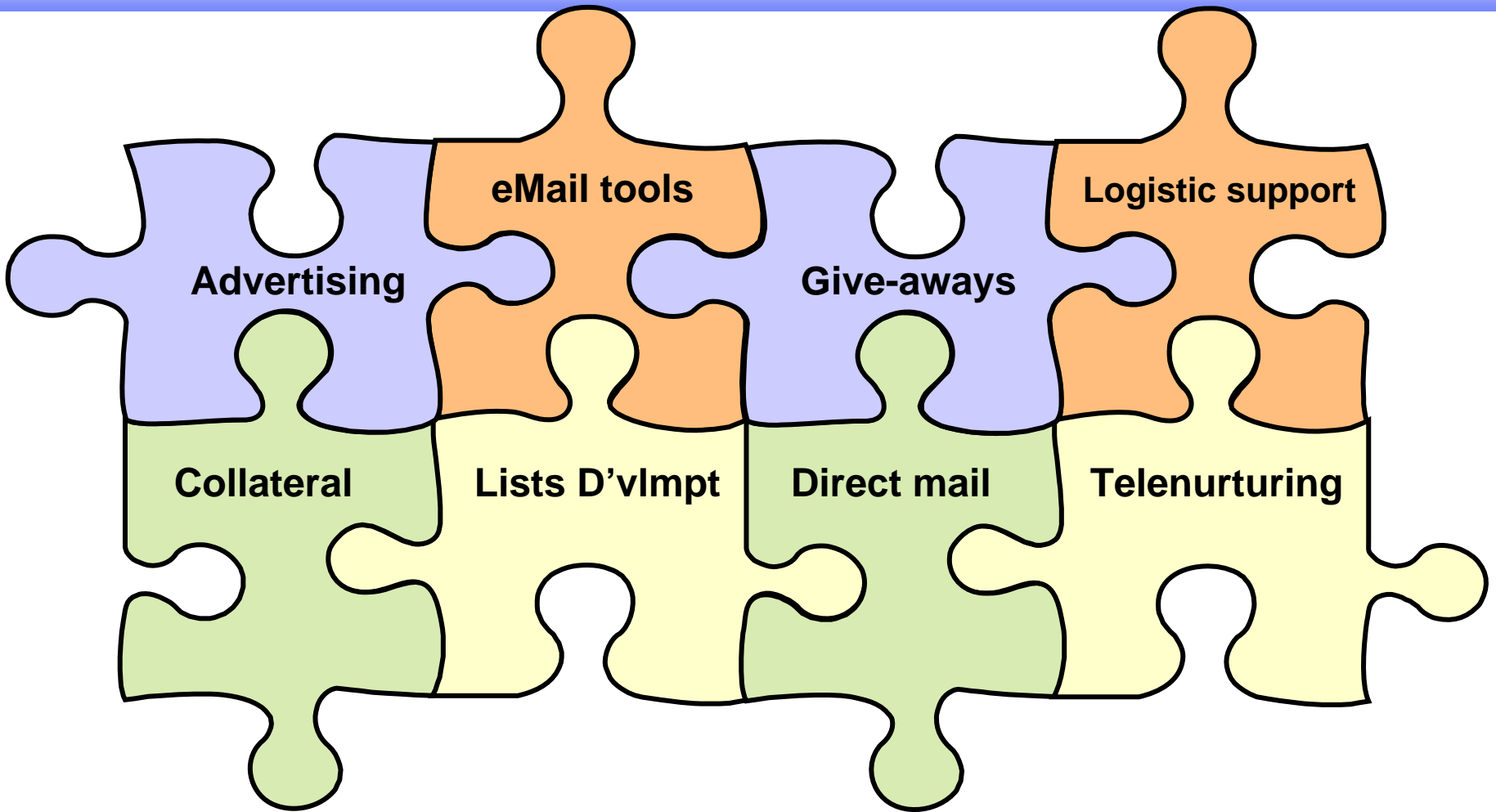
One day. One place. Near you.



Rational Software Development Conference Comes to You is a single-day event that, for the first time, brings the best of Rational Software Development Conference 2006 -- Orlando to a city near you. Join our band of professionals and get in tune with the latest in software development.

Complete set of marketing tools

Resources to craft your unique RSC2U marketing campaign



Powerful Marketing with YOUR Messages

ENTERPRISE, BACK-OFFICE APPLICATIONS PROPEL YOUR BUSINESS.

CHANGING APPLICATIONS, CHANGING THE WAY YOU DO BUSINESS. CHANGING THE WAY YOU DO BUSINESS.

Don't Jeopardize Your Business Engine During an Upgrade

When you can't afford to risk the most critical systems during an upgrade, you need a way to ensure that your applications are running smoothly. Oracle Applications Extension for IBM® Business Accelerator (BA)™ from Oracle, you'll eliminate risk, increase testing productivity, speed up change, and ensure the quality and reliability of your business systems. Our solutions address and streamline the testing process for optimal application performance.

Execute Deployment with More Intelligent Testing

Oracle Applications Extension for IBM Business Accelerator (BA)™ from Oracle, you'll ensure that your applications are running smoothly. Our solutions address and streamline the testing process for optimal application performance.

Get Proactive, Get BSD.

Oracle Applications Extension for IBM Business Accelerator (BA)™ from Oracle, you'll ensure that your applications are running smoothly. Our solutions address and streamline the testing process for optimal application performance.

BSD GROUP
Open Systems Environment

www.bsddesign.com
info@bsddesign.com

SOA the Magic Pill for Healthcare IT!

As asserted by the Commission on Systemic Interoperability, Healthcare IT is in need of robust and unified software solutions. Rational® software from IBM® helps organizations become more responsive and focused by improving their software development capability. Rational products, services and best practices power the IBM Software Development platform, the premier platform for teams who build, extend, modernize, integrate and deploy software in business applications, embedded systems and software products.

Introducing "UltraStart™ for Rational"

UltraStart™ solutions offer well-defined packaged services specifically designed to give Healthcare industry customers a unique footprint from which a Service Oriented Architecture (SOA) environment can be properly governed. UltraStart's professional services provide complete end-to-end assistance to your organization for installing, configuring, and enhancing IBM Rational solutions including: Rational Unified Process (RUP™), Rational Process and Project Management, Rational Design and Construction, Software Quality and Change/Configuration Management tools.

These services are delivered by Certified Rational professionals with real-world, practical experience delivering for Healthcare industry customers. Often referred to as Best Practices, UltraStart is one of the few IBM Premier Business Partners with proven experience in the Healthcare Buyer and Provider space. Whether large or small, UltraStart™ for Rational solutions from UltraStart can help your firm take the right SOA steps today!

Ultramatics
Innovative Through Strategic Thinking

Governing the business process of software and systems delivery

IBM Rational software

Visit us at <http://www.ultramatics.com>

THE ARCHITECTED MOVE TO SOA - ENTERPRISE WEB 2.0 STARTS HERE!

KALTEC delivers a key-enabler product for organizations wishing to transform their legacy applications to Enterprise Web 2.0 and the Service Oriented Architecture (SOA) Paradigm, taking out significant amount of upgrade cost, reducing expensive dependencies and bringing down the life cost of their applications.

Historically it has been very expensive to replace legacy applications due to the cost of manual granular work and the failure of "black box" migration tools. Our **COMPETITIVE MIGRATOR** suite can uniquely transform a client-server, legacy application into an intermediate UML2 model pre-architecting and enhancement prior to selection of framework and full code generation for application server deployment. We extend the power of the IBM® Rational® Software Delivery platform 7.0 with legacy modernization solutions that help customers realize the cost benefits of new architecture.

We have successfully delivered modernization solutions to Government and Financial customers, facing the life time cost of mission-critical applications. We provide the products, services and financial approaches required to ensure the successful delivery of your modernization project. KALTEC's highly experienced modernization team provides associated customer support, training and professional consulting services both directly and through a growing network of technology and stem integration partners.

Governing the business process of software and systems delivery.

exaltec Visit us at <http://www.exaltec.com> to arrange your Web 2.0 pilot modernization project

IBM, the IBM Business Partner logo, Rational software, the IBM Rational software logo, and other IBM products and services are trademarks or registered trademarks of International Business Machines Corporation, in the United States, other countries or both.

RSDC Comes to You- mini conference

Brining the excitement and value of RSDC to your customers!

- **Designed to establish your market presence and generate lead!**

“Paul” ▶ Live full-day conference event targeting 150+ attendees
▶ Include keynotes, announcements, and break-out sessions

- **INTEGRATED** campaign including pre-event demand generation, content, event support, and follow-up nurturing

Demand Gen

- Planning support
- Discounted advertising
 - Invitation letters-electronic and hard copy
- Telemarketing resources
 - List acquisition

Event

- Presentation customization support
- Ultimate kit with signage, pens, notebooks, and cool giveaways
 - Logistics support

Follow-up

- Post event email and direct mail templates
- IBM tele-nurturing support for lead development
- IBM sales support and incentives



“Pick Your Seminar” in-a-box

Live seminar event to generate opportunities for you

- **Similar approach as mini-conference, but**
 - ▶ ½ day event targeting 50+ attendees
 - ▶ Ideal for a seminar series across regional markets
 - ▶ Partners looking to capitalize on the RSDC draw but with laser focus on content area
 - ▶ Partners looking to focus upon specific market opportunity

Demand Gen

- Planning support
- Invitation letters- electronic and hard copy versions
- Telemarketing resources

Event

- Presentation development and customization support
- Ultimate kit with signage, pens, notebooks, shirts

Follow-up

- Post event email and direct mail templates
- IBM tele-nurturing support for lead development
- IBM sales support and incentives



eRSC2U, A virtual approach

Deliver your story through the virtual world

Webcasts, Webinars, Podcast, Virtual World

Customizable customer presentations with scripts

Established vendor relationships

Demand Gen e-kit

Optimized to online demand generation e-kit containing email copy, presentation, banners, etc.

Follow up Resources

Post event drive to offers: Recorded Webcasts, White Papers, Self running Demos; Telenurturing follow-up

The virtual is the right approach for BPs who-

- Working across a broad geographic market
- Operate in a market does not respond well to face-to-face events
- Looking for continual market presence (virtual can be recorded)
- Can be used to complement face-to-face event



Committed to your event's success

Leveraging IBM's extensive resources to market your RSC2U

Rational Software Homepage

Software >

Rational software

Rational | Products by category | Products A-Z | Support

- Overview
- Library
- Trials and demos
- Events
- News

Register Now
[IBM Rational Software Comes to You](#)

IBM Software

Software Group Web

Services & solutions | Support & downloads | My account

IBM PartnerWorld > Marketing > Campaign components >

IBM Rational software

IBM RATIONAL SOFTWARE COMES TO YOU

IBM Rational Software Comes to you - Campaign in a box | Welcome

Rational RSC2U Promotional Pages



**Events you need.
 Where you need them. When you need them.**

Take back control with IBM software.

Events by topic

Country	City	Register online	Date
United States	San Diego	Rational Software Comes to You- La Jolla, CA - Rocket Gang, Inc	10-05-2006
United States	Phoenix	Rational Software Comes to You- Phoenix - Rocket Gang, Inc	10-17-2006
United States	Columbus	Rational Software Comes to You- Columbus / Cardinal	10-26-2006



How will it work?

1. Select RSC2U Option

What is your objective?

What is the market environment?

What is your capacity?

2. Select Content 'Flavor'

What are your strengths?

What are the 'hot' market trends?

3. Select RSC2U end-to-end approach

What is the best way to drive attendance and to follow-up with attendees?

What works best in your market?

With the Rational Team proving support throughout...

- help you plan your RSC2U selecting best-fit option, flavor, and nurturing tactics;
- customize content and marketing offers to deliver a powerful joint value proposition;
- provide execution guidance and support to help you deliver effectively.
- contact your local IBM Rational representative



Resources that map to your Marketing activities

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Business Partner Co-Marketing Support

...tailored to meet the needs of Business Partners regardless of marketing expertise

Flexible models to support any level of Business Partner expertise

- Registered – Select Business Partners
- Marketing Center – All Partners
- Agency Activation – New Partners

Investment in High Value Business Partners

- Increasing reach/awareness of Business Partner offerings
- Growing IBM Software markets with Business Partners





Marketing Campaigns and How-to Resources

Campaign building blocks and marketing training to help you develop effective marketing campaigns

- Co-marketing guide: Integrated Demand Generation Toolkit
- Includes deep dives on:
 - ▶ Target audience planning
 - ▶ How to choose the right tactics
 - ▶ Closed-loop campaign and response management
 - ▶ Measuring your return on investment (ROI)
 - ▶ Direct marketing
 - ▶ Seminars and events
 - ▶ Telemarketing
 - ▶ MAD marketing worksheet

IBM PartnerWorld > Marketing resources > Marketing training

How-to guides

Co-marketing guide: Integrated Demand Generation Toolkit (1221 kb)
This document consolidates information from several key resources to help you build and sustain a high-quality lead pipeline. See how you can take a more holistic view of your demand-generation process, starting with building campaign strategies that help determine your success, all the way to measuring ROI.

Integrated Demand Generation Toolkit for IBM Business Partners

[ENTER](#)

Your single resource to building and sustaining a high-quality lead pipeline

[Introduction](#) [PartnerLink](#) [Market Campaigns](#) [MAD Marketing Worksheet](#)

ibm.com/partnerworld > Marketing resources > Select "Marketing training"





Software Marketing Materials

Access to Program and marketing materials from one page

Free to download by all PartnerWorld Business Partners!

Demand generation and marketing resources for 2006 Software marketing programs plus Software brand solutions*

- Playbooks
- Value propositions
- Demand generation materials
 - **Direct marketing** (executive letter, e-mail copy, web landing page copy)
 - **Seminar / Events** (including Customer presentation, invitation, brochures / white papers, *plus* confirmation, welcome letter and follow-up letter copy, demos, telemarketing invitation script)
 - **Telemarketing materials** (including audience profile; telemarketing script – lead generation)
 - **Campaign Designer**

IBM PartnerWorld > Marketing resources > Campaigns

Software marketing programs and materials

2006 IBM software marketing programs

New demand generation and marketing programs for 2006

This year's marketing programs are designed to address key customer needs and increase the probability that customers will buy IBM technologies coupled with Business Partner solutions. These programs provide a consistent and effective way for IBM and Business Partners to create customer awareness, interest, desire and action, for both new and existing customers.

To address the tremendous opportunity and growing needs of Midmarket or SMB customers, IBM has designed a [Midmarket/SMB](#) program and portfolio of solutions to support you in this market. IBM's Express Portfolio offerings are the foundation for this program and have been designed specifically for ease of installation, management and integration. Best of all, these solutions are scalable and priced specifically for Mid-market customers.

In addition to the Midmarket/SMB program, which crosses all IBM Software brands, coming this year is the Retention and Relationship program (which includes Software License Renewals), and can support you in driving this important area of your business.

[Ready to learn more about the 2006 Marketing Programs?](#)

* Not all brands/programs provide all categories (Playbooks, Direct marketing, Seminar, Telemarketing, Campaign Designer materials)

ibm.com/partnerworld/swmarketingprograms





Demand generation materials to build your pipeline

Business Driven Development Rational.

Key solutions	Tele script (ROC)	Direct marketing	Seminar materials	Campaign Designer
IBM Software Development Platform for an On Demand World	✓	✓	✓	✓
Ensuring Compliance	✓	✓	✓	
Enterprise Transformation	✓	✓	✓	
Globally Distributed Development	✓	✓	✓	
Requirements Management across the SW Development Lifecycle	✓	✓	✓	
Managing Software Development Change and Complexity	✓	✓	✓	
Building Quality SW – Defect detection and removal	✓	✓	✓	
J2EZ – Making J2EE development easy	✓	✓	✓	
Rational Portfolio Management	✓	✓	✓	
Automated Software Quality	✓	✓	✓	
Rational Software comes to you	✓	✓	✓	
Configuration and Change Management <i>(delivery scheduled for August 1)</i>	✓	✓	✓	

ibm.com/partnerworld/businessdrivendevelopment





Direct Response Mail and Telemarketing*

PWIN

Deep discounts in executing direct response campaigns in partnership with IBM. Includes creative design, production, distribution, lead management services and telemarketing

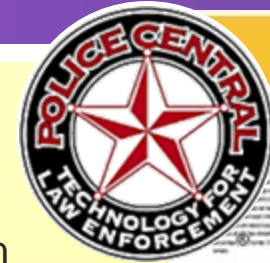
- Enhanced online Campaign Designer tool provides access complimentary resources
 - Identify potential opportunities
 - Create professional, high-quality, custom collateral
 - Distribute leads to your sales force
- Eligibility
 - Worldwide
 - All PartnerWorld Advanced or Premier members that participate in PartnerWorld Industry Networks
- Translation available
- Learn More
 - [Best Practices](#)
 - [Success Stories](#)

Police Central Example:

Police Central saved thousands of dollars in creative design, distribution and telemarketing costs with IBM

Government Industry Network; used IBM customer and prospect lists

Response and lead management integrated with IBM's sales pipeline systems resulting in quantified lead revenue and new deals



"This is a highly visible way to promote Police Central's applications. It gives us exposure to both the IBM sales force and customers and prospects for our solutions."

- Bruce Taylor, President and chief operations Officer, Police Central

Special Offers
click here

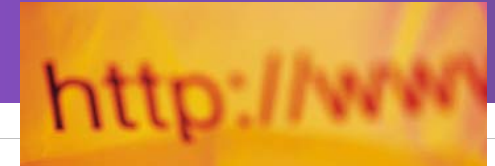
ibm.com/partnerworld > Industries > Marketing > Select "Direct mail and telemarketing"



Web Lead Generation

PWIN

*Deep discounts for customer web conferencing,
KnowledgeStorm prospecting*



Web Conferencing

- Discounted rates for [Raindance](#) Web conferencing
 - Save money on travel with web-based: briefings, education seminars and large-scale events
 - Add no charge telenurturing and consultation services from IBM
- Available Worldwide
- Learn More
 - [Best Practices](#)
 - [Discounts](#)



- Generate leads and close more business by listing your applications on the leading online technology directory
 - Discounted annual subscription to [KnowledgeStorm](#) provides reach to over 1.7 million potential IT buyers
 - Average savings: US \$5,000 per listing
- Available Worldwide – English Only
- Learn More
 - [Best Practices](#)
 - [Success Stories](#)

- Web Conferencing and KnowledgeStorm Web Lead Generation Services Eligibility
 - All PartnerWorld Advanced or Premier members that participate in PartnerWorld Industry Networks

Special Offers
click here

ibm.com/partnerworld > Industries > Marketing
> Select “Web Conferencing” or “KnowledgeStorm Web Lead Generation Services”





Business Partner Application Showcase

PWIN

Promote your industry applications to IBM clients and Business Partners every day

- Provides high visibility for your solutions
- Industry applications are easily searched by clients, IBM Business Partners and sales teams
- Provides IBM lead validation at no cost
- Available Worldwide
 - Languages: Brazilian Portuguese, Chinese, English, French, German, Japanese, Korean, and Spanish
- Eligibility
 - All PartnerWorld Advanced or Premier ISV members that participate in PartnerWorld Industry Networks
 - You may only promote solutions in those industry networks in which your company participates
- Learn More
 - [Best Practices](#)
 - [Success Stories](#)

Inform. Evaluate. Engage.

Competing in today's on demand business environment is not easy. Realizing that changes occur at an unpredictable rate, IBM has developed the Business Partner Application Showcase -- an on-line repository of business solutions from IBM Business Partners committed to help your business adapt, grow and meet marketplace demands.



"The Business Partner Application Showcase is, in a word, awesome! We've already gotten good, active leads just by listing our solutions there. In fact, a lead gained from the IBM Business Partner Application Showcase is already moving to close in the next two weeks!"

- Bill Whalen, sales and marketing executive, RJS Software Systems

Special Offers
click here

ibm.com/partnerworld > Industries > Marketing
> Select "IBM Business Partner Application Showcase"





Software Marketing and Education Event

Find out about Events, Conferences, Webcasts and Enablement

Calendar

- ▶ Conferences and events
 - Technical, business and IBM product- and service-related conferences, seminars and workshops
- ▶ Webcasts
 - Technical, business and IBM product-related Webcasts
- ▶ Upcoming events

Software Marketing and Education Event Calendar

View calendar 5 different ways

- ▶ Calendar view (shown)
- ▶ Target Audience
- ▶ Technology
- ▶ Location
- ▶ Content Type



Resources that map to your Marketing activities

Develop a Business Plan



1

- New Enhanced PartnerPlan Tool
- Business Partner Profitability Worksheet
- IBM SWG Business Partner Activation Guide
- IBM Software Strategy Notebooks
- Competitive Market Intelligence
- Industry Research and Analysis
- PartnerWorld Express Advantage Industry Insights
- 2006 Business Partner Marketing Guide

Generate Demand



2

- Software Sales and Marketing Kits
- Campaign Designer
 - Print Ads
 - Available Campaigns
 - Discounted Advertising
- Business Partner Client Reference Program
- Additional Marketing Resources
 - Emblems
 - Brand Marks

Build and Drive Pipeline



3

- Business Partner Co-Marketing
- Marketing Campaigns and How-to Resources
- Software Marketing Materials
- Business Partner Playbooks
- 2006 Program Demand Generation Materials
- Direct Response Mail and Telemarketing
- Web Lead Generation
- Business Partner Application Showcase
- Software Marketing and Education Event Calendar

Accelerate Sales and Close Business



4

- IBM Financing Advantage
- Business Partner Innovation Center
- IBM Sales Connections
- Executive Assessment
- Quick Proposals
- IBM Software Narrated Demos
- Hosted Customer Meeting





Business Partner Innovation Centers (BPIC)

Helps Business Partners showcase IBM technology and their solutions to customers

Value to Customers

- Easy way to experience IBM technology and Business Partner solutions
- Demonstrates solution value and ROI

Value to Business Partners

- Ability to showcase solutions in front of many customers
- Accelerates sales and deployment cycles
- IBM endorsement and support

Software benefits include:

- ✓ Co-Marketing funding
- ✓ Technical Advocate
- ✓ Dedicated support

BPIC pre- and post-sales services can include:

- ✓ Marketing and technical briefings
- ✓ Demand generation support
- ✓ Demo and proof of technology support
- ✓ Design consultation
- ✓ Product installation and implementation assistance
- ✓ Client training / customized workshops
- ✓ Post sales support



Special Offers
click here

ibm.com/partnerworld/bpic



IBM Sales Connections

PWIN

Connects you to the most appropriate IBM sales people or Business Partners who can leverage their customer relationships and solution selling skills to help you close active sales opportunities faster!*

- Part of the IBM Global sales coverage model
- Wired to the IBM sales management system
- Consultative in nature
- A proven service with 400+ usage occasions
- Learn More
 - [Best Practices](#)
 - [Success Stories](#)
- Eligibility
 - Worldwide
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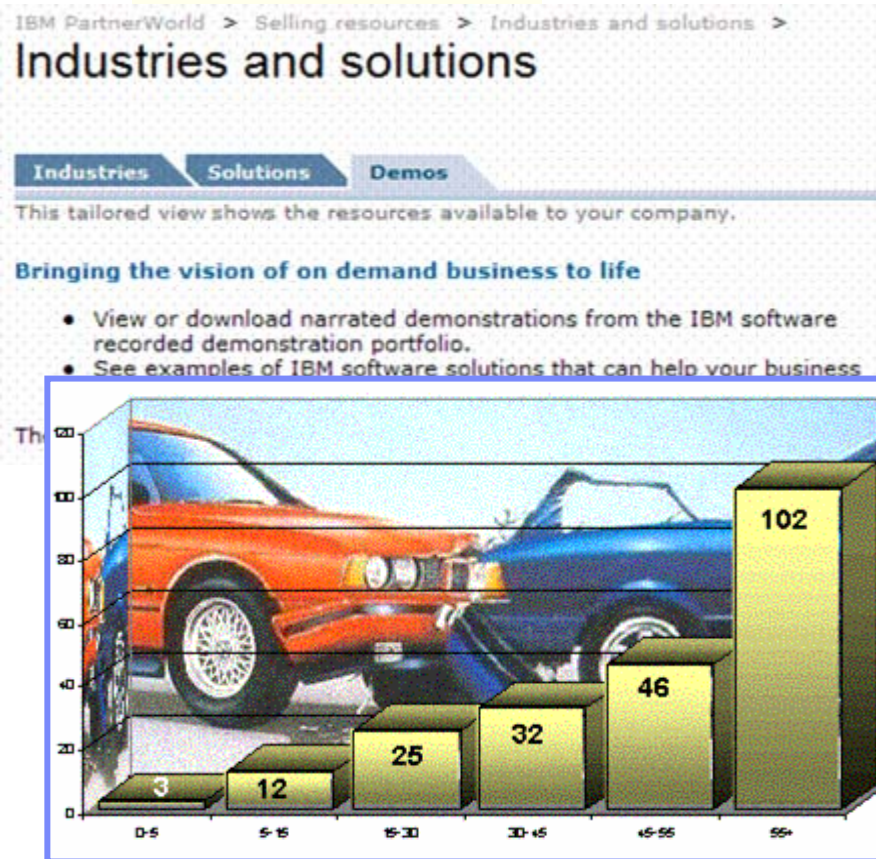
Special Offers
click here

ibm.com/partnerworld > Industries > Select "IBM Sales Connections"



IBM Software Narrated Demos

Over 120 Narrated, Demand Generation Demos supporting key IBM Software solution areas:



Stream or Download:

- [IBM Workplace demos](#)
- [WebSphere portal demos](#)
- [Commerce demos](#)
- [Pervasive demos](#)
- [Business integration demos](#)
- [Messaging and collaboration demos](#)
- [Business intelligence demos](#)
- [Content management demos](#)
- [Information management demos](#)
- [Infrastructure management demos](#)
- [Software development demos](#)

Translated in many languages

ibm.com/partnerworld > Selling resources > Industries and solutions > Click on "Demos" Tab





Hosted Customer Meetings

PWIN

Leverage your relationship with IBM by hosting joint customer briefings



- IBM hosted meeting with you and one or more of your clients at **no charge**
 - Meeting duration up to three hours
 - Hosted at either IBM Innovation Centers for Business Partners - or - IBM Forum Centers
- Learn More
 - [Best Practices](#)
 - [Success Stories](#)
- Eligibility - Worldwide
 - *All Advanced or Premier PartnerWorld ISV members that qualify for industry-optimized benefits* in the PartnerWorld Industry Networks - or -
 - All Advanced or Premier consultant, integrator, reseller, and solution provider members that qualify for industry-optimized benefits* in the education, government, or healthcare and life sciences industry networks

IBM PartnerWorld Industry Network
For IBM Business Partners

Hosted customer meeting

Join with IBM to tell your story

Our IBM hosted customer meeting was a game-changer. IBM made the coordination easy and it insured worth the time and effort. It not only resulted in new leads but also further solidified our relationship with both Research In Motion and IBM.

Face-to-face customer meetings can be an essential sales tool, providing you with a venue to bring together and showcase a complete story—hardware, middleware and your solution. But, whether you use these meetings to recruit prospects or to show business, they are often resource intensive and time consuming to set up.

We take the IBM approach who can deliver the right message to the right audience—technical experts who can explain and validate your solution to technical people, business experts who can expand on the business value of your solution to executives, and business development managers. And we provide all the logistical coordination and savings for the meeting.

Simply, we'll provide lead management support and expertise from IBM.com to quickly validate leads from your customer meeting. For a meeting of 20 people, you'll save more than US\$7,000 in costs for room rental, meeting coordination and catering.

Cheriepica, headquartered in Murray Hill, New Jersey, joined with IBM Financial Services sector experts to host a customer meeting in New York City. IBM provided the facilities and catering, took care of the scheduling and invited relations, resulting in 100 confirmed attendees, whom Cheriepica targeted on the value of whitebox customer relationship management.

Our meetings are made your customer is comfortable and a profitable. We provide a full worldwide IBM PartnerWorld ISV members that qualify for industry-optimized benefits* in the PartnerWorld Industry Networks.

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- IBM provides:**
- Briefing facility
 - An industry expert
 - Logical assistance
 - Post event telenurturing

- Business Partner provides:**
- Clients
 - Speakers
 - Meeting materials

ibm.com/partnerworld > Industries > Selling > Under "Close deals" Select "Hosted customer meeting"

* Qualification for industry-optimized benefits in the PartnerWorld Industry Networks is defined in the [product guides for industry solutions](#)

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IBM Rational Software Development Conference



▶ What keeps me **Rational**?



June 10-14 Walt Disney World Swan and Dolphin Orlando, FL

- Over 275 Sessions – 12 tracks
- 3 & 5 hour Technical Workshops
- Keynotes with industry leading experts
- Exhibit Hall showcasing complimentary product and services
- Special Business Partner Track
- Access to IBM engineers & IBM Research
- Unlimited network opportunities
- IBM Solution Center
- Interactive Birds-of-a-Feather sessions
- Luncheon discussion tables
- Evening receptions
- Over 2,500 customers and partners

Register using
discount code **need**
new code
and receive a \$200
savings!

Visit: www.ibm.com/rational/rsdc for more information



Call to Action

- Engage you IBM representative and build a deeper partnership to maximise on opportunity.
- Review this information when sent to you and maximise on the resources available to you.
- Contact me any time jlaufer@au1.ibm.com if you need extra assistance.

