



IBM Rational Software Partner Connect

# Software Value Incentive 2007

*“Rewarding IBM Business Partners for Value Creation”*

Presenter Name Here  
Title

**Rational.** software



*connecting to the opportunity*



# Software Value Incentive

## Business Partner Highlights:

### Rewards Value

#### Incremental incentives for:

- Identifying new opportunities
- Active sales engagement
- Focusing on the SMB market
- Order Fulfillment
- Selling Solutions through VAP

### Protects Contribution

#### Opportunity registration system:

- Protects partners' registered opportunities
- Protects partner margins
- Maximizes partner benefits received

### Reduces Complexity

#### Single framework:

- Covers all SWG brands
- Applicable to multiple Business Partner types  
(VARs, ISVs, Consultants & Integrators)



# Business Partner Value in the Sales Process

## Sales Process

## Business Partner Contribution

## Opportunity Registration



Identifying and qualifying new customer opportunities for SWG's products



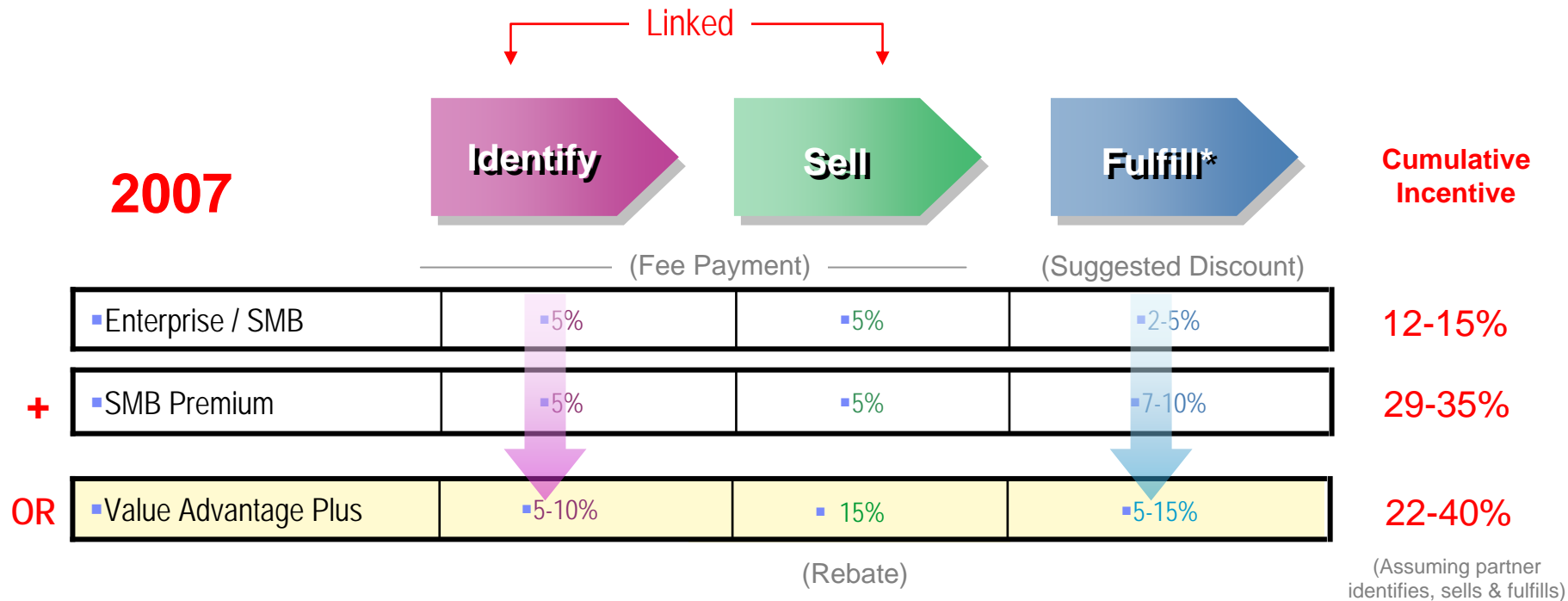
Developing and delivering compelling value propositions, proof of concepts, etc. that result in customers selecting SWG's products



Providing fulfillment services such as contract management, order management, credit risk, and shipping and logistics




# Aligning Business Partner Incentives to Value



- ▶ Reward for “identify” is dependent upon registration for “sell”
- ▶ Rewards for “identify” and “sell” are independent of “fulfill”
- ▶ Value Advantage Plus remains as an alternative for “sell” rewards (Max.15%)
- ▶ Fee payments made quarterly after software acquisition

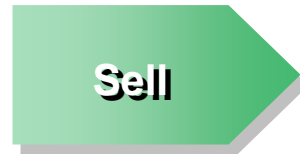
# Agenda

- 
- Incentive Strategy
  - Software Value Incentive program overview
  - **How it works**
  - Program participation
  - Summary of benefits



# Software Value Incentive – Example #1

2007



(Fee Payment)

(Suggested Discount)

■ Enterprise / SMB	■ 5%	■ 5%	■ 2-5%
+ ■ SMB Premium	■ +5%	■ +5%	■ +7-10%

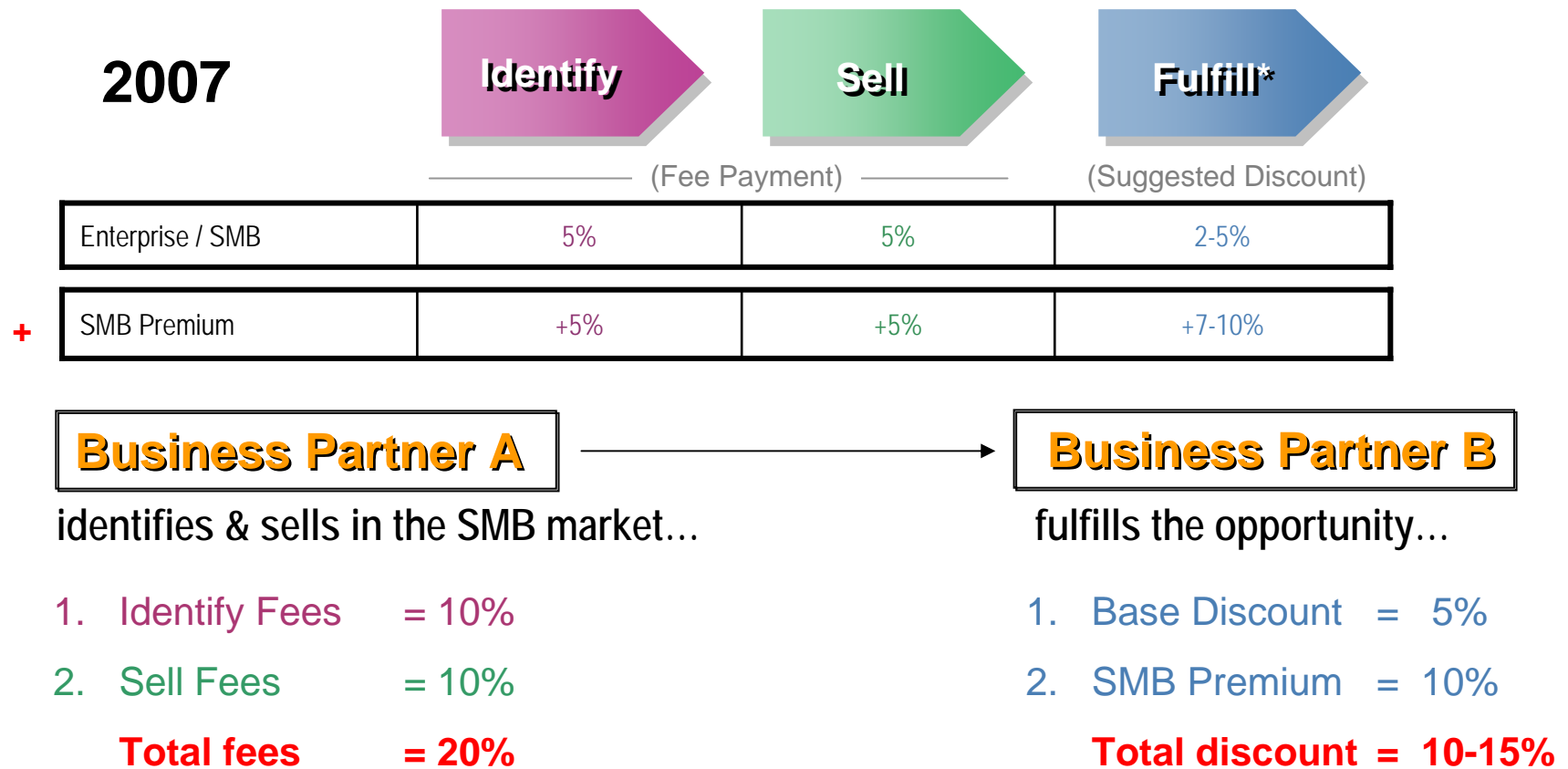
## Business Partner A

identifies, sells and fulfills in the SMB market...

- 1. Identify Fees - 5% (Base) + 5% (SMB) = 10% in fees
- 2. Sell Fees - 5% (Base) + 5% (SMB) = 10% in fees
- 3. Fulfillment discount - 5% (Base) + 10% (SMB) = 10-15% in discount

**Total Fees & Base Discount 30-35%**

# Software Value Incentive – Example #2



\* Passed through the VAD as currently

# Software Value Incentive – Example #3

**2007**

	Identify	Sell	Fulfill*
	(Fee Payment)		(Suggested Discount)
Base (Enterprise/SMB)	5%	5%	2-5%
+ SMB Premium	+5%	+5%	+7-10%
<b>OR</b> Value Advantage Plus		+15%	
		(Rebate)	

## Business Partner C


registers a new SMB opportunity  
 meets Value Advantage Plus criteria  
 fulfills the IBM software

1. Identify = 10% Fee
2. Value Advantage Plus = 15% Rebate
3. Fulfillment discount = 9-15%

**Total Fees & Discount = 34-40%**

2005 Comparison = 30% (VAP)

# Agenda

- 
- Incentive Strategy
  - Software Value Incentive program overview
  - How it works
  - **Program participation**
  - Summary of benefits

# Participation Requirements

**To be eligible for identify and sell incentives a Business Partner must:**

- 
- ✓ be a member of IBM PartnerWorld (member level or above)
  - ✓ have a minimum of three current software certifications, at least two technical certifications
  - ✓ register the opportunity in *SWG's opportunity registration system*
    - Identify & Sell incentives require certification for each brand sold
  - ✓ be the first to register and be approved for the opportunity

# Brand Certification Requirement

***Brand level certification checking with start with Global Partner Portal  
Release 3.0 April 1, 2007***



- Must have one SWG Technical Certification in any IBM SWG Brand where Business Partner is to collect fees
- Technical Sales Mastery exams count towards SVI Technical Certification
- Brand certification is checked at the time opportunity is submitted for SVI eligibility
- Certifications are maintained in the Business Partner's PartnerWorld Profile

# IBM Rational Technical Sales Mastery Tests

- **Four tests covering all major product areas available beginning in May 2007**
  - ▶ **Architecture management**
    - Rational Software Architect, Rational Application Developer, Rational Software Modeler, UML
  - ▶ **Quality management**
    - Rational Performance Tester, Rational Functional Tester, Rational Test Mgr for ClearCase
  - ▶ **Process and portfolio management**
    - Rational Method Composer, Rational Unified Process
  - ▶ **Change and release management**
    - Rational ClearCase, Rational ClearQuest
  
- **Test fees are \$75 worldwide**
  
- **Tests will be available in the following languages:**
  - ▶ **Brazilian Portuguese, Castilian Spanish, English, French, German, Japanese, Korean, Simplified Chinese**



# Test Taking Opportunities

- **Certification Tests available in a monitored and proctored environment**
  - ▶ External at Prometric Test Centers
    - List of worldwide test centers available at: <http://www.prometric.com/IBM/default.htm>
  - ▶ Events and Conferences
    - BP events (BP University, PartnerWorld)
    - SWG events (RSDUC)
  
- **Technical Sales Mastery Tests available in a monitored and proctored environment**
  - ▶ External at Prometric Test Centers
  - ▶ At RSDUC (tentative)






# IBM SWG Opportunity Registration System

- **IBM Global Partner Portal (GPP)**
  - ▶ Isolates Business Partner opportunity and customer information
  - ▶ Common IBM framework for selling hardware and software
- **Deal status fully visible to owning Business Partner**
  - ▶ With the new GPP 3.0, the "Is Restricted" and "Work in GPP" flags must be selected or the opportunity will be visible to IBM direct teams
- **Protects the Business Partner's investment in:**
  - ▶ Demand generation and marketing
  - ▶ Skills & resource
  - ▶ Long sales cycles

*...accurate & timely capture of the Business Partner's contribution*



# Agenda

- 
- Incentive Strategy
  - Software Value Incentive program overview
  - How it works
  - Program participation
  - **Summary of benefits**

# Summary of Benefits to Business Partners

## ▪ Flexibility

- ▶ Earn incentives where you elect to contribute to the sales process
- ▶ Incentives increase with level of involvement

## ▪ Enhanced Profitability

- ▶ Incremental value (i.e., identify and sell) can earn more incentive than before

## ▪ Increased ROI for Sales Time

- ▶ Earn incentives regardless of who fulfills
- ▶ Protect your investment in identifying and selling business on behalf of SWG

## ▪ Improved Close Rates

- ▶ Deal registration systems have been shown to:
  - Increase average transaction size
  - Improve close rates for participating Business Partners

## ▪ Simplicity

- ▶ One program replacing multiple programs for easier understandability and tracking



# Resources

- [Software Value Incentive Program](#)
- [SVI Questions and Answers Guide](#)
- [SVI Program Guide](#)
- [Rational Certification Program](#)

