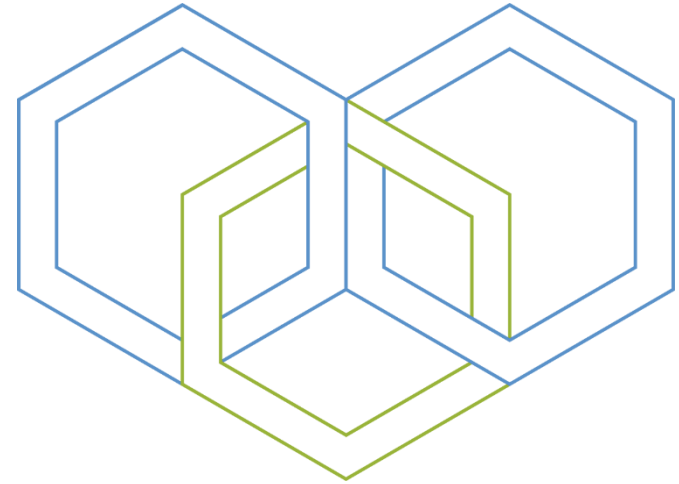


Enhanced PartnerWorld Program

#disrupt&grow

#ibmpwlc

Sarajevo, 11.12.2018



Agenda

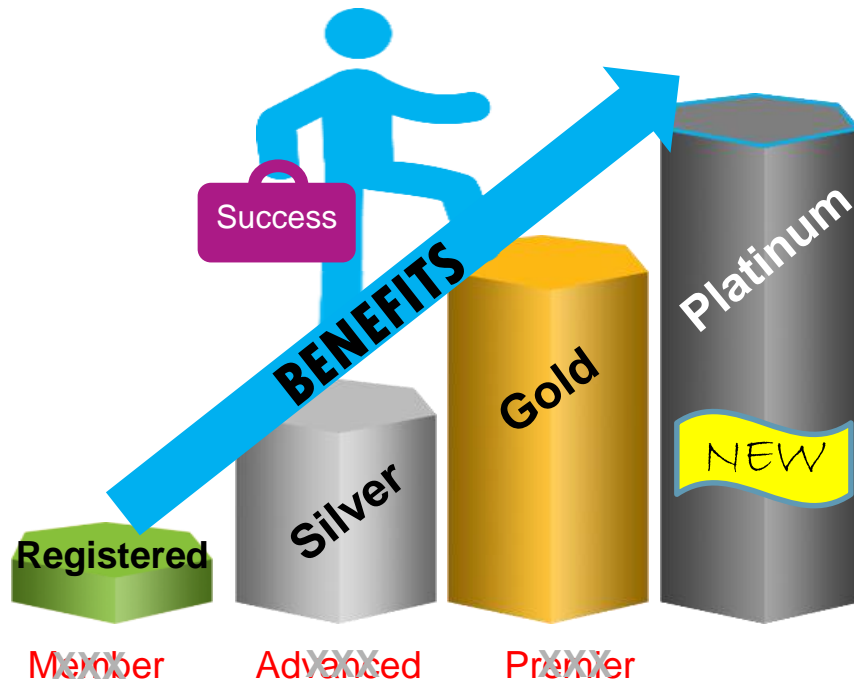
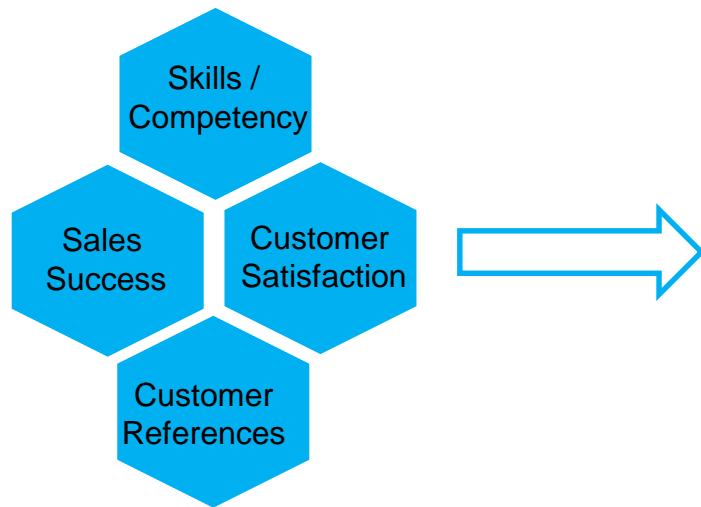
- **15.00 - 15.45 Kako zaradit sa prodajom IBM SW i IBM HW**
- **15.45 - 16.30 Novosti IBM System Storage**

- **16.30 - 16.45 Coffee Break**

- **16.45 - 17.30 Kako rasti sa IBM Software as a Service**
- **17.30 - 18.15 IBM Security strategija**

- **19.00 Većera**

The Enhanced PartnerWorld Program has been redesigned to recognize all BP models



In addition to a standard benefits package when partners register, additional benefits are reserved for our partners as they move up

EXCLUSIVE BENEFITS

IBM Business Partner Mark

Bluemix service credits

Class training & Test Vouchers

Client success story development

Business Partner Locator Position

Competitive sales support

Business Transformation Workshops

Leads passed by IBM

Access to PartnerWorld Concierge Service

Event Sponsorship Package Discount

	Sliver	Gold	Platinum
	\$2400 / per year	\$4200 /Year	\$6000 /Year
	1 class / 4 test	2 class / 6 test	3 class / 4 test
	1 every 2 years	1 every year	2X every year
	3 rd Priority	2 nd Priority	1 st Priority
	Eligible	2 nd priority	1 st Priority
	Eligible	2 nd priority	1 st Priority
	Eligible	2 nd priority	1 st Priority
		Eligible	Eligible
		5%	10% up to \$5K

The program requirements are split into 4 components



1

Sign BP Agreement OR Marketplace Agreement

Verified solution, Verified service or Resale authorization

1 Competency

2 Competencies (one must be expert)

2

Medium Country CZ, PL
Large Country RU

Sales success
Small Country \$10K
Medium Country \$25K
Large Country \$50K

Sales success
Small Country \$100K
Medium Country \$250K
Large Country \$500K

Sales success
Small Country \$1M
Medium Country \$3M
Large Country \$10M

3

Client sat survey

Client sat survey

4

1 verified reference

2 verified references

* To receive registered mark, BP must be working towards skills requirement by having

- Verified solution
- Verified service
- Resale authorization

Competency Requirements are scaled to country size

- Countries designated as small, medium and large
- Skills, resources and sales success requirements scaled accordingly

LARGE

MEDIUM

SMALL



large	Medium	Small
Russia	Czech Poland	Remaining

**** Multinational firms may aggregate skills and resources**

Competencies are have 3 components

Competency = Skills + Sales Success + Resources

- Required Certificates
- OR
- Verified Solution*
- OR
- Verified Service*

- Revenue from
- Resale,
 - influence,
 - XaaS

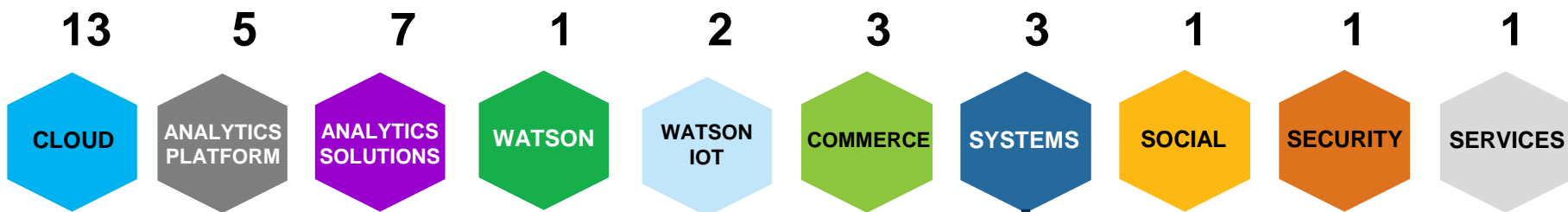
of individuals
with
Sales / Tech Certs

* Possible for some competencies

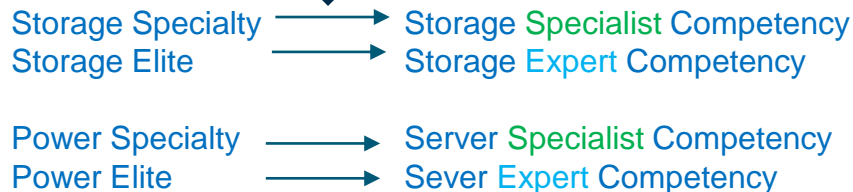
Competencies are housed in 10 categories build around client value



Number of Published Competencies



Competencies will replace SW accreditation program



<https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/partnerworld-program-competencies>

Sales success criteria now recognizes different types of revenue.

Sales success (revenue) measured over a 12 month rolling period

Scenario 1: Single type of revenue

Revenue type	Revenue attainment	Multi-plier	Adjusted Rev attainment
Resale	\$500,000	1.0	500,000
OR			
Revenue type	Revenue attainment	Multi-plier	Adjusted Rev attainment
Influence	\$748,000	.67	500,000
OR			
Revenue type	Revenue attainment	Multi-plier	Adjusted Rev attainment
XaaS	\$100,000	5.0	500,000

Scenario 2: Combination of revenue types

Revenue type	Revenue attainment	Multi-plier	Adjusted Rev attainment
Resale	\$200,000	1.0	200,000
+			
Revenue type	Revenue attainment	Multi-plier	Adjusted Rev attainment
Influence	\$300,000	.67	201,000
+			
Revenue type	Revenue attainment	Multi-plier	Adjusted Rev attainment
XaaS	\$20,000	5.0	100,000



Client Satisfaction is essential to growth and success

Client Satisfaction Survey Requirements

- Minimum of 10 IBM clients responses
- Completed results are valid for 24 months.

Two options to satisfy this requirement:

Option 1: PartnerWorld's no charge web survey

- available in 50+ languages
- IBM will not see the survey results
- IBM will only verify that the survey process is complete.
- Survey Questions can be seen online [here](#)

Option 2: Submit a 3rd party vendor survey for IBM verification

More details about surveys on the PW landing page:

<https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/partnerworld-program-client-satisfaction-survey>



Sender email:
IBM PartnerWorld Team
<noreply-partnerworld@ibm.com>

Subject:
<BP Company Name> requests your feedback

References increase credibility and visibility

Required References

- 1 for Gold
- 2 for Platinum

* Exception process exists for firms whose clients require confidentiality

How to Verify References

- Submit through the Global Solutions Directory [here](#)
- Option 2: Submit through the [web form](#). More details [here](#)
- Find your [previously submitted forms](#), including references



**Not sure if your reference is published?
Send an email to bpref@us.ibm.com**

There are 3 primary resources available for partners



Overview & criteria
ibm.com/partnerworld/go

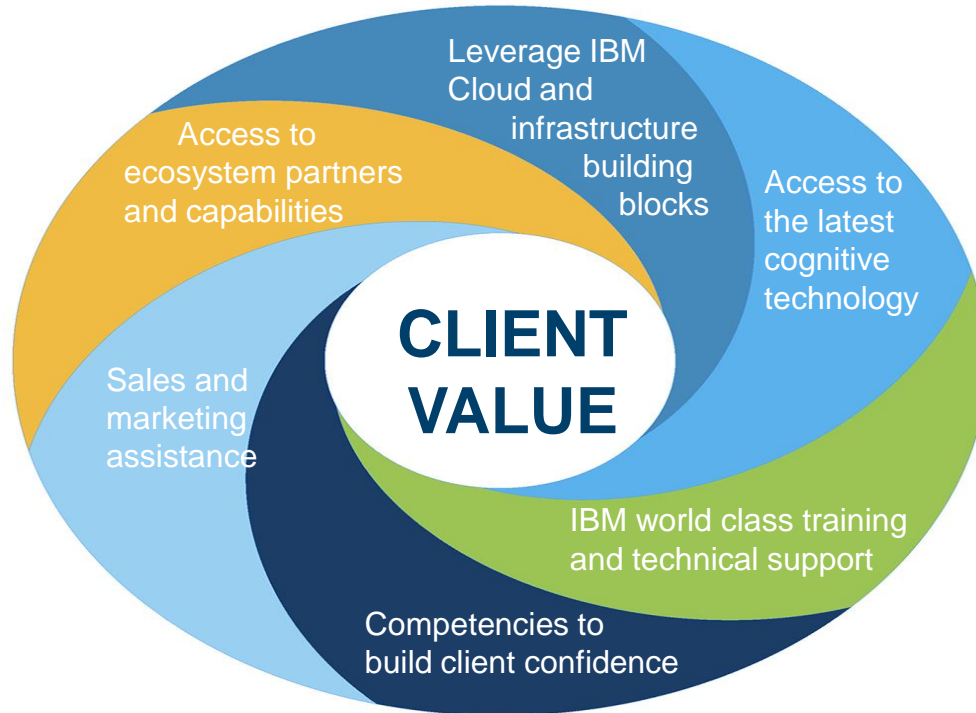


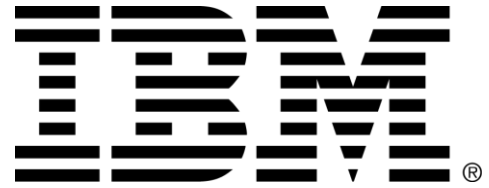
**Detailed “How to”
operations guide**
<http://ibm.biz/PWGuide>



**Personalized
progress**

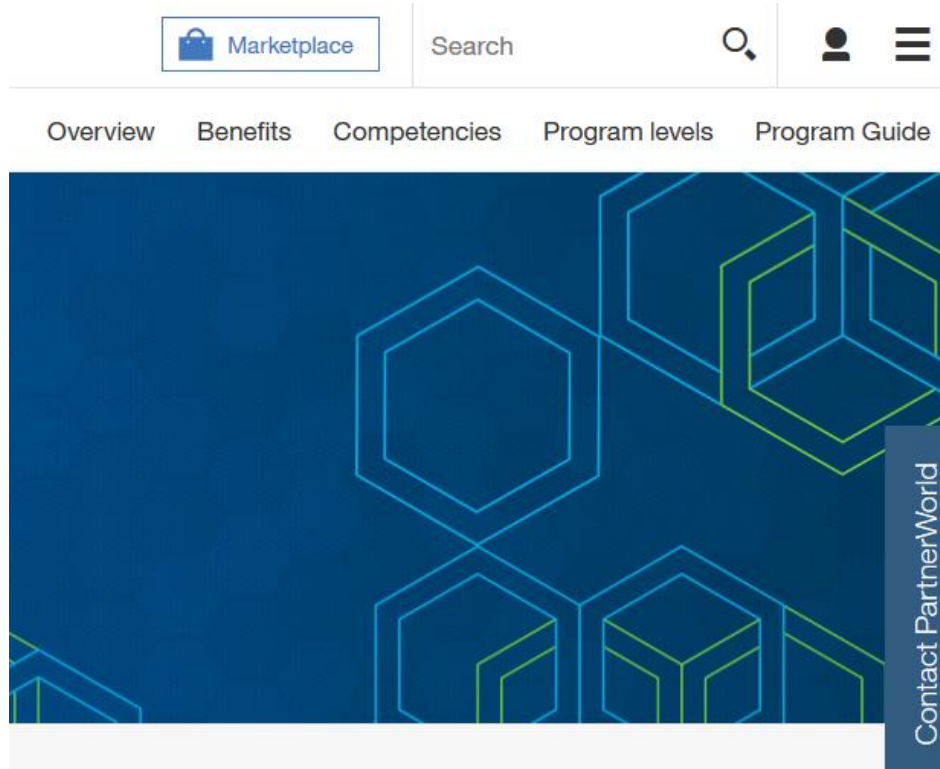
How will you deliver value to your clients?





Back-Up Slides

PartnerWorld website all the details at a glance



ibm.com/partnerworld/go

- General [Overview](#)
- Details about [Benefits](#)
- Requirements for [Competencies](#)
- [Program Levels](#) Guidelines
- [Program Guide](#)
- [FAQ's](#)

The program guide provides the deeper details of HOW TO

IBM PartnerWorld		Search the guide	Table of contents
Getting started with your IBM relationship	Participating in the program: Levels and requirements	PartnerWorld rules and requirements	Fueling your growth
Program levels	Achieving competency	Program benefits	Using the identity system
Competency framework	Competency levels	Demonstrating competencies	Competency categories

Getting started with your IBM relationship

- The role of the program
- What's changing
- Managing your relationship with IBM

Participating in the program: Levels and requirements

- Program levels
- Achieving competency
- Program benefits
- Using the identity system

PartnerWorld rules and requirements

- Sales success
- Operational policies
- Business Partner contract types

Fueling your growth

- Education
- Digital tools and offerings
- Sales resources and tools
- Fee-based offerings

[View the guide](#)



And the PartnerWorld Program Console allows each partner to see and track their progress in detail

Access the Console

- Track progress for competencies, completion status, gaps & requirements
 - Certifications / Solutions / Deployments
 - Sales success
 - Resources

- Track program level progress/requirements
 - Skills / Competencies
 - Sales success
 - Client Satisfaction
 - Client References

- Manage your progress
 - See Completion status
 - What's required for current level
 - Date data was updated

The screenshots illustrate the PartnerWorld Program Console interface, which provides a comprehensive overview of a partner's progress across different program levels and categories.

Track your progress (Main Dashboard):

- Build expertise and track toward future goals with four key components: Capabilities, Sales Success, Client Satisfaction and Client References.
- Each program level is designed around these components so you can develop deeper capabilities, unlock new benefits and gain a competitive advantage in your industry.

Cloud Platform (Achieved - Level 2):

- Category: Cloud
- Competency: Cloud
- Level achieved: 2
- Skills:
 - Certifications: Required: 4 certifications, 2 sales and 2 technical. Sales Certifications (2 of 2). Technical Certifications (2 of 2).
 - Sales Success: \$50,000. YTD. On 1/17 becomes 12 months rolling. Finance ledger completed monthly.
 - Resources: Required: Total of 2 individuals: Minimum 2 sales and 2 technical. Sales Resources (2 of 2). All resources are complete and assigned.

Application Runtime and Development (In progress - Specialist):

- Category: Cloud
- Competency: Specialist
- Level achieved: 3
- Skills:
 - Certifications: Required: 4 certifications, 2 sales and 2 technical. Sales Certifications (1 of 2). Technical Certifications (0 of 2).
 - Verified Deployments (1 of 2): Required: 2 verified deployments. Name of deployment goes here. Get started.
 - Verified Solutions (0 of 0): Required: None required. Get started.
 - Sales Success: \$48,000. YTD. On 1/17 becomes 12 months rolling. Finance ledger completed monthly. Goal: \$50,000. Gap: -\$2,000.
 - Resources: Required: Total of 2 individuals: Minimum 2 sales and 2 technical. Sales Resources (1 of 2): 1 complete, 1 not assigned. Technical Resources (2 of 2): 2 not assigned.

Program Level Progress (Registered, Silver, Gold):

- Registered:** Capabilities (10/10), Sales success (\$0), Client satisfaction (Not completed), Client references (1/1).
- Silver:** Capabilities (10/10), Sales success (\$0), Client satisfaction (Not completed), Client references (1/1).
- Gold:** Capabilities (10/10), Sales success (\$0), Client satisfaction (Not completed), Client references (1/1).

FAQ: What happens to BPs who are in present Specialty?

- Current Specialty program runs for a 12 months period
 - Specialty BPs will have their Specialty status terminated 31 December, 2016; and will be given Competency status on 01 January, 2017
- Benefits presently issued under the Specialty program will transition to the equivalents under Competency
- BPs who meet the criteria for the new Competency/ies in 1Q will retain their status until end of 2017
 - Associated benefits will run until 31 December, 2017
- BPs who do not meet the criteria for new Competencies will remain at the Competency equivalent of their 2016 Specialty level and get benefits per that achievement
 - They can continue to receive a quarterly performance bonus for 1Q and 2Q 2017; and their Growth Vouchers and BGF
- At end of 1H, if these BPs do not make the requirements of the Competency, they will be downgraded to a level supported by their achievement
 - They could move from Expert -> Specialist -> non-Competency (PGI) level
 - Benefits would be reduced to that level, unused Vouchers/BGFG could be removed
- When such BPs make the criteria for Competency again, they would participate in Competency once again.
- Systems hardware will award benefits linked to Competency achievement based on the following:
 - Achieve Competency criteria (revenue, skills, resources) before end of month 1 in a quarter and benefits will begin from the start of that quarter
 - Achieve Competency criteria after month 1 within the quarter, associated benefits will start at the beginning of the following quarter.

FAQ: Program Levels Frequently Asked Questions

- **Will Business Partners have to sign a new Business Partner Marketing agreement with IBM?**
- **If a BP registers under their WW enterprise - what kind of partner BP level would their receive?**
- **Will there be a grace period to allow partners to meet the new criteria?**
- **When will new BP marks be available?**

FAQ: Competencies Frequently Asked Questions

- **How do Competencies relate to Authorizations?**
- **Do IBM Business Partners need to apply for a competency?**
- **Once attained, how often will IBM revalidate a competency?**
- **What are the benefits associated with competencies?**
- **How will this impact the existing IBM Software Practice Accelerators and the accreditation within them?**
- **How do partners get a solution or a deployment verified?**
- **Will partners be able to select SVI incentive for influencing deals?**
- **When partners sell a solution that includes multiple competency products, which competency "gets" the credit?**

PartnerWorld identity system promotes levels, competencies, and awards



Expert
API Connect
Marketing
Workload Automation

Specialist
Counter Fraud Management
Enterprise Integration

Beacon Award
Winner 2017

Roadmap & Summary of requirements for each level











- Meeting the requirements for each level opens the door to increased benefits
- Visit ibm.com/partnerworld/go for criteria detail

Level	Skills / Competencies	Sales Success by Market Size* (Thousands \$US)			Client Satisf.	Published Client Ref
		Small Country	Medium Country	Large Country		
Platinum	2 Competencies Including 1 Expert level	1000	3000	10,000	Y	2
Gold	1 Competency	100	250	500	Y	1
Silver	Resale Authorization / Verified Solution / Verified Deployment / Verified Service	10	25	50	NA	NA
REGISTERED		Go to: ibm.com/partnerworld/go				










* Sales Success measured by aggregate revenue from all revenue types with revenue type multipliers (\$USD equivalent)

How to locate Competencies on PW

10 Categories

-  + Analytics Platform
-  + Analytics Solutions
-  + Cloud
-  + Commerce
-  + Security
-  + Services
-  + Social
-  + Systems
-  + Watson
-  + Watson Internet of Things

41 Competencies

-  — Analytics Platform
 -  Advanced Analytics
 -  Data Repository and Appliances
 -  Enterprise Content Management
 -  Integration and Governance
 -  Predictive Analytics
 - Cloud Data Services (2017)
 - Open Source Analytics (2017)
 - Prescriptive Analytics (2017)
-  + Analytics Solutions
-  + Cloud
-  + Commerce

<https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/partnerworld-program-competencies>

Predictive Analytics Competency

Advanced analytics capabilities spanning ad-hoc statistical analysis, predictive modeling, data mining, text analytics, entity analytics, optimization, real-time scoring, machine learning and more

Sample view

Overview

Predictive analytics brings together advanced analytics capabilities spanning ad-hoc statistical analysis, predictive modeling, data mining, text analytics, entity analytics, optimization, real-time scoring, machine learning and more. Put these capabilities into the hands of business users, data scientists, and developers.

Here you can see all the certs which qualify for this competency

+ Product offerings ★

Here you select the country

Select your firm's country location to display criteria based on your local market.

Select your country: ▼ ★

Predictive Analytics Competency

Advanced analytics capabilities span predictive modeling, data mining, text analytics, entity analytics, optimization, machine learning and more

Specialist

Expert.

Specialist level criteria

Capabilities
May be met with either:

Certifications

- 2 sales
- 4 technical

OR

Verified solutions OR verified services

- 2 total
- Each verified solution must contain 1 competency product
- Each verified service must support Predictive Analytics products

Sales Success (USD)
\$500,000

Sales success target may be met with any combination of qualifying revenue with applied multipliers.

Resources

Overall minimum of 3 aligned resources:

- Minimum of 2 associated with sales
- Minimum of 2 associated with technical

An individual can be both a sales and a technical resource.

here is a list of certs that qualify within this competency

Expert level criteria

Capabilities
May be met with either:

Certifications

- 3 sales
- 5 technical

OR

Verified solutions OR verified services

- 3 total
- Each verified solution must contain 1 competency product
- Each verified service must support Predictive Analytics products

Sales Success (USD)
\$1,000,000

Sales success target may be met with any combination of qualifying revenue with applied multipliers.

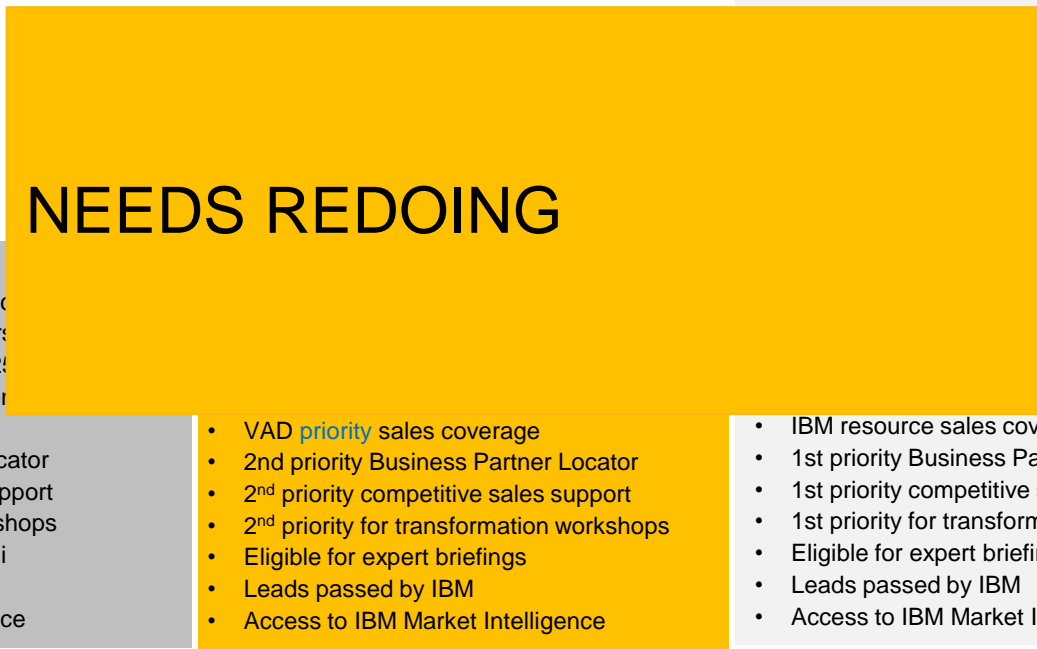
Resources

Overall minimum of 4 aligned resources:

- Minimum of 2 associated with sales
- Minimum of 3 associated with technical

An individual can be both a sales and a technical resource.

IBM's investment in our business partners is extensive and continues to grow



Silver Level Benefits

- Eligible for co-Marketing
- \$2400 per year in Bluemix services
- 1 class training + 4 test vouchers
- Digital Content Marketing with 24/7 support
- Client success story development
- VAD sales coverage
- 3rd Priority Business Partner Locator
- Eligible for competitive sales support
- Eligible for transformation workshops
- Expert briefings from BTI alumni
- Leads passed by IBM
- Access to IBM Market Intelligence

NEEDS REDOING

- VAD **priority** sales coverage
- 2nd priority Business Partner Locator
- 2nd priority competitive sales support
- 2nd priority for transformation workshops
- Eligible for expert briefings
- Leads passed by IBM
- Access to IBM Market Intelligence

Platinum Level Benefits

- Quarterly meeting with Senior IBM Executives
- Quarterly meeting with IBM senior leadership who share insights and actions
- Quarterly technical consultation with IBM
- IBM PartnerWorld concierge
- 10% off up to \$5,000 on IBM services
- IBM Executive Program
- Bluemix service credits
- Training voucher
- Unlimited meetings with unlimited contacts
- Development 2x per year
- IBM resource sales coverage
- 1st priority Business Partner Locator
- 1st priority competitive sales support
- 1st priority for transformation workshops
- Eligible for expert briefings
- Leads passed by IBM
- Access to IBM Market Intelligence

PartnerWorld benefits grow as you increase your program level

