IBM PureSystems Business Partner Day

Jason Pradun
Sales Leader – Expert Integrated Systems

PureSystems for Resellers and SI
Agenda

- Value to Resellers and System Integrators
- Selling PureSystems
- Enablement Process
- Go To Market Support
- Next Steps
Value to Resellers and System Integrators

- Selling PureSystems
- Enablement Process
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- Next Steps
New systems drive new opportunity
Why IBM PureSystems?

Why Clients Want to Buy

- Simplified experience, single point of management across compute, storage and networking
- Built in expertise to address complex business and operational tasks automatically
- Integration by design to run systems for optimal performance and efficiency
- Reduce IT sprawl, optimize workloads

Why Partners Want to Sell

- Obtain access to a very broad and large market opportunity-grow your business
- New high value consultative services opportunity and optimized solution sales delivery with leading ISV offerings
- Incremental incentives from hardware and software to increase earning potential
- Accelerate the sales cycle and increase time to value for client implementations
IBM PureSystems Channel Partners: What’s in it for you?

- You’ve just seen the biggest IBM product launch in 25 years

- Together we can provide clients unprecedented time-to-value
  - A reason-of-call for existing clients
  - Revolutionary solutions to attract new clients

- Expert integrated systems means less risk for you and your clients and more opportunity to focus on driving business value
  - Focus your valuable time on higher margin / high value-add services
  - Expand your position as ‘trusted-advisor’ to your clients
  - Get beyond simply 'keeping the lights on'

- Live launch events and social media initiatives have reached thousands of clients and Business Partners worldwide
  - Extensive press and analyst coverage
  - 500+ Partners already trained and 125 ISVs optimized at launch

“…lowers our risk…frees our bandwidth”
“…a real revolution in the IT world…”
“…the answer to one of our prayers…”
“…PureSystems is our preferred technology going forward…”

Profitable for the channel to sell
- More attractive margin then selling piece-parts
  - Compelling incentives
  - IBM marketing 'air-cover'

Competitive strength with...
- Unmatched technology
- Unmatched value proposition
- Unmatched ecosystem
What does it mean for Business Partners? … “Why sell?”

**Capture Increased Opportunity**
- **Tap High-Growth Market Opportunity** (+7% YTY) with integrated solutions
- **Leverage Industry Solutions** across ISV ecosystem (+50 ISV Sol. and growing)
- **Increased opportunity aperture** with HW, SW, and Consulting

**Earn Compelling Incentives** *
- **Increased earning potential** with compelling margins on integrated solution
- **New Incentives** with back-end rebates of up to 6%
- **Expand incentive scope** by promoting ISV solutions and integration services

* incentives are geography based

**Be a Trusted Advocate**
- **Be a transformative partner** to your client and solve business challenges
- **Evolve as a Client Advocate**, leverage Tiger Team’s Sales-Tech. Expertise
- **Accelerate ‘Time to Value - ROI’** for your clients with pre-integrated solutions

**Drive your Transformative Growth**
- **Transform your business model** from a Product Reseller to a Solution Provider
- **Move-up Value Chain** with potential for consultative solution selling
- **Accelerate Sales cycle** with IBM Global Financing, 90 day payment deferral
Leverage industry solutions...

Runs tens of thousands of applications, with over 100 optimized for PureSystems
Agenda

- Value to Resellers / System Integrators

- **Selling PureSystems**

- Enablement Process

- Go To Market Support

- Next Steps
Business partners will be the most significant route to market for IBM PureSystems, helping us grow revenue and profit. Success with PureSystems requires consultative selling skills. Positioning of PureSystems will happen in the context of the Smarter Computing selling scenarios and plays.
The IBM Systems Portfolio

Expert integrated systems:

*Systems with integrated expertise* that combine the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance

General purpose systems:

highly customizable systems designed to deliver the best in class capabilities uniquely tailored for the client’s environment

- **Power Systems**
  - *Performance redefined*
- **System x and BladeCenter**
  - *Redefining x86*
- **System z**
  - *Freedom through design*
- **IBM Storage**
  - *Expect more from your Storage*

PureSystems

IBM Systems Positioning and Selection Guide  [Link]
IBM PureFlex Starting Configurations

- Pre-configured, pre-integrated systems with servers, storage and networking
- Available in predefined starting points delivered integrated and tested

**Express**
- Management Node (Standard sw)
- 10Gb Network Switch
- 8Gb Fibre Chan. Sw.
- V7000 Storage w/2 ssd Power +8 hdd
- 2 PS 4 fans
- Rack w/Gray door
- Chassis
- SCE (default off)
- Lab Services (3days)
- MTS Base warranty +3 yrs w/1 microcode/yr

- Selectable ITE P,x or IPL Compute Node + Operating System + Virtualization

**Standard**
- Management Node (Advanced sw)
- 10Gb Network Switch
- 2 x 8 Gb Fibre Chan Sw.
- V7000 Storage w/2 ssd Power +16 hdd, x +4 hdd (sce only)
- 4 P/S 6 fans
- Rack w/Gray door
- Chassis
- SCE (default on)
- Lab Services (5 day)
- MTS Base warranty +3yrs w/1 microcode/yr + WSU to 24x7 same day + 3 yrs 9x5 Acct Advocate

- Selectable ITE P,x or IPL Compute Node + Operating System + Virtualization

**Enterprise**
- Management Node (Advanced sw)
- 2 x 10Gb Network Switch
- 2 x 8 Gb Fibre Chan Sw
- Power only TOR = 2 Eth, 2 FC (expansion for sys x)
- V7000 Storage w/4 ssd Power +16 hdd, x +4 hdd (sce only)
- 6 PS 8 fans
- Rack w/Gray door
- Chassis
- SCE (default on)
- Lab Services (7 days)
- MTS Base warranty +3yrs w/2 microcode/yr + WSU 24x7 same day + 3 yrs 24x7 Acct Advocate

- Selectable ITE 2P,2x or 2IPL Compute Node + Operating System + Virtualization
PureSystems -- simpler, with built-in expertise.
IBM Global Financing makes it even simpler with flexible financing options

**Payment options tailored to your financial needs**
- Conserve cash by turning upfront costs into low monthly payments
- Align cash outlays to anticipated project benefits and accelerate cash flow break even point

**Extending the advantage of Fair Market Value leasing**
- Now available for PureFlex and PureApplication System
- Our FMV leasing provides the lowest possible monthly payment for PureSystems
- Flexible options to add capacity and/or upgrade often with little or no increase to monthly payments

**Additional offerings**
- We offer complete financing of additional software and services from IBM and other vendors
- We help you prepare for the transition with programs for buyback or disposal of old equipment

These offerings can be used in combination and customized to specific target client situations

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IBM Global Financing offerings are provided through IBM Credit LLC in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government clients.

* Rates and availability are based on a client’s credit rating, financing terms, offering type, equipment and product type and options, and may vary by country. Non-hardware items must be one-time, non-recurring charges and are financed by means of loans. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice and may not be available in all countries.
6 Steps for your PureSystem sales progress

Step 1: Partner education and enablement
- Partner education available at: http://www.ibm.com/services/weblectures/launcheducation

Step 2: PartnerWorld PureSystems Resources
Sales, Technical and Marketing Assets available at: www.ibm.com/partnerworld/puresystems

Step 3: Account Plan Workshops
Sales Kit available at http://www.ibm.com/partnerworld/wps/servlet/ContentHandler/SSPS816446Y81311O09

Step 4: C-Level Presentation, White Board Selling

Step 5: POCs and Sales Progression
Locate expert support at: https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_eis_contacts

Step 6: Client Proposal
Agenda

- Value to Resellers / System Integrators
- Launch Recap
- Selling PureSystems

Enablement Process

- Go To Market Support
- Next Steps
PureFlex - Overview

What role will Business Partners play in IBM’s go-to-market plans for PureFlex Systems?
The primary route to market for PureFlex systems is the Business Partner Channel. More than 80% of
PureFlex Systems revenue is expected to be driven through Business Partners.

Which IBM brand does PureFlex Systems belong to?
All PureSystems products are part of a new IBM brand. Each of the constituent parts (System x,
Power Systems, Systems Software, IBM Systems Networking and IBM Systems Storage) will flow
revenue to their respective brands within IBM with IBM sellers paid on the constituent parts.

What is the difference between PureFlex and Flex Systems?
PureFlex are the integrated systems built and shipped from the IBM factory. These include compute
nodes (System x or Power Systems), Storwize V7000 storage, IBM Networking, chassis and 42U rack.

Flex Systems are build to order (BTO) components that are purchased as individual components
(similar to our existing System x portfolio of configurable servers) and integrated by the Business
Partner or client. Power Systems compute nodes are not available as BTO components – they are
only available within PureFlex Systems.

When do the PureFlex Systems become generally available?
- PureFlex Systems – May 21 (System x and Power Systems with external Storwize V7000)
- Flex Systems (BTO) components – May 21
- Integrated Storwize V7000 into chassis – Q3 2012
PureFlex – Channels

How do I source PureFlex Systems and Flex Systems?
Via IBM distributors only:
- Avnet Australia (all products)
- Ingram Micro Australia (all products except IBM i operating system)
- Ingram Micro New Zealand (all products)
- Westcon / Datastor New Zealand (all products)

What is the deal registration process for PureFlex Systems?
By registering opportunities in Global Partner Portal (GPP) Business Partners can protect their investment in developing opportunities as IBM will not offer another Business Partner a special bid price on the same opportunity within the Registration Period, subject to the appeal process. Full details are in the Deal Registration announcement letter.

What is the Business Partner discount strategy for PureFlex Systems?
There will be a common PureFlex Systems discount structure which is available from the Distributors. IBM’s objective is to drive higher upfront margin potential with PureFlex Systems. IBM is also focused on ensuring a simplified and consistent structure which applies across Power, System x, Networking and Storage. There will be common backend PureFlex Systems-unique incentives for BPs and Distributor including Solution Accelerator Incentives, and Business Partner-led and competitive incentives.

Where do I get PureFlex Systems pricing?
List prices are in the configurators. For BP discounts consult with the authorised IBM distributors.
Do I need to be certified to sell PureFlex systems?

Yes after the grace period expires:

- IBM will announce new sales and technical skills certifications during July 2012
- BPs are authorised to sell PureFlex Systems during the time between PureFlex Systems announcements and up to 6 months after IBM announces availability of the PureFlex Systems certifications
- BPs will be required to achieve 1 sales and 1 technical certification within 6 months of availability of the certifications to be authorised to continue selling PureFlex offerings
- PureFlex Systems mastery exams will be available April 30, 2012. Details of mastery exams are here: http://www-03.ibm.com/certify/partner/pub/zz/mem_skillsreq.shtml. Mastery exams do not contribute to certification, but are a useful indicator of skills assessment and can help to preparation for certification tests
- Certifications requirements will include Flex Systems Manager (FSM), integrated Storwize V7000 storage and FlexSystem components
- BPs must have a signed IBM Business Partner Agreement, be an IBM PureFlex System authorised, Partner for purchase of whole product line and meet the following certification requirements within six months of IBM having the certification module available.
  - Must have at least 1 Sales & 1 Technical employee certified for AIX/Power certification
  - Must have at least 1 Sales & 1 Technical employee certified for i/OS/Power certification
  - Must have at least 1 Sales & 1 Technical employee certified for PureFlex System
IBM PureExperience Offers Proof of Concept (PoCs) to Clients the following at no charge:

1. On-site installation of PureApplication System and guided demonstration of business value

2. Execution of a 10 day on-site service engagement

3. Use of the PureApplication System for 30 days

4. Lab advocate for usage questions and advice

5. Single point of IBM support and maintenance
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Sales Enablement

- Category Education
- Offering Details and Pricing
- Selling scenarios
- Selling against Competitors

Sales Assets and Tools


Demos:
- Scenario Based
- Technical Product

Proposal Templates

Joint ISV Solution Briefs, Proposal Inserts

At-a-Glance

IBM Competitive Sales Tool

Sales Kits

Communications Drumbeat

PureSystems Solution Showcase

BP Web Syndication – amplify the reach

Wins and References

Social

PW / Web

Breaking News

Comarketing

Choices / options:
- BP in-house Marketing Department
- BP choice of Agency
- IBM 3rd Party Marketing Agencies
- VAD marketing services
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<th>PureApplication System</th>
<th>PureFlex System</th>
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<td>▪ PureFlex System PartnerWorld landing page <a href="#">Link</a></td>
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# IBM PureSystems social venues

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<th>Venue</th>
<th>PureSystem presence</th>
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<td>Twitter</td>
<td>@IBMPureSystems</td>
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| Tweetchat                     | **Twitter host:** @IBMPureSystems  
**Chat hashtag:** #ExpertSysChat  
**TwebEvent Page:** www.twebevent.com/expertintegratedsystems |
| Blog                          | www.expertintegratedsystemsblog.com                                                 |
| YouTube                       | www.youtube.com/expertintegratedsystems                                             |
| Social Media Aggregator       | www.ibm.com/social/aggregator/expert-systems                                        |
| Quora & LinkedIn Answers      | Establish and leverage SME users of LinkedIn and Quora to post and answer expert integrated systems related questions |
| SlideShare                    | www.slideshare.net/ibm                                                              |
| Facebook                      | An IBM PureSystems specific Facebook page will not be set up at this time. Relevant IBM Facebook pages that have been successfully established will be utilized to support social tactics. |
| Flickr                        | www.flickr.com/groups/expertintegratedsystems/                                        |
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- Value to Resellers / System Integrators
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- Go To Market Support

- Next Steps
Call to Action

- Talk to your CRBP about their PureSystem opportunity
- Develop enablement plans for you and your team
- Utilize IBM sales, marketing assets to build your plan
- Identify and assess prospects
- Build demand generation tactics
- Attain sales and technical certification

Or find your local contact:

https://www.ibm.com/partnerworld/page/pw_com_eis_contacts
QUESTIONS?

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