Welcome to Selling IBM Services

For Business Partners

May 2019
Welcome Message

Services Portfolio
Overview
Service Line summaries

Getting Started Checklist
Sign a Business Partner agreement
Enroll in IBM PartnerWorld
Register opportunities
Understand contracts / available offerings
Be aware of the fee process
Set-up electronic funds transfer
Take integrity training

Sales, Marketing, Collaboration Resources
Study IBM Services’ sales and offering education
Leverage marketing resources to help build your brand
Participate in IBM PartnerWorld social networks
IBM Services provides a broad set of modular services that address the infrastructure needs of enterprise clients.

**Technology Support Services**
- 30,000+ products covered with Multivendor
- 6M+ hardware and software requests handled

**Business Resiliency Services**
- 9K+ Clients Protected under Disaster Recovery & Data Management
- 388 IBM Resiliency Centers in 68 countries
- 3.5+ Exabytes of data backed up annually

**Hybrid Cloud Services**
- 35+ years of experience integrating IBM and non-IBM solutions
- 30K+ clients
- 300+ delivery services centers

**Managed Applications**
- 20+ years of experience managing business critical applications
- Standardized global delivery on six continents
- 97% satisfaction with IBM managed services – higher than other vendors

**Digital Workplace Services**
- 7.1M+ mobile devices managed
- 40 call centers, 4 dozen languages supported
- 1.6M+ contacts handled /month
- 250+ business partners

**Network Services**
- 270K+ network devices under mgmt.
- 387K telephony end points under management
- 5,200+ WAN devices and 3.5M+ LAN ports supported

**Security Services**
- 60B+ security events monitored per day in 130+ countries
- 4,500 global clients
- 9 Global SOCs
**Client needs**
Accountability, simplicity, availability
- Simplify infrastructure management
- Balancing the risk of a downtime with the cost of maintenance support
- Consolidate hundreds of OEMs/third party maintenance providers

**IBM value**
- +2.5 years additional useful life of your multivendor equipment
- 57% CAPEX savings from improved IT asset mgmt.
- 20% reduction in OpEx costs through outage mitigation and accelerated problem resolution
- 37% reduction in time clients spend on hardware support
- 43% reduction in time managing vendor relationships

**IBM differentiators**
- AI-powered expert IT support, bringing new insights to improve customer experience
- 30,000+ IBM and non-IBM supported devices
- Enterprise class support for 100+ community versions of open source software
- Presence in 180+ countries speaking 127 languages
- Solving over 6 million annual HW/SW service requests

**Value to Partners**
- Vendor-agnostic support
- Expand existing annuity revenue stream with Multi-vendor IT Support Services
- Client facing Co-selling and Co-Marketing
- Partner centric Education on Multi-vendor IT Support Services in the Data Center

Visit [Technology Support Services](https://www.ibm.com) on IBM PartnerWorld
Client needs

• Continuous availability in an always on world
• Business process and application recovery across hybrid environments
• Protection against new and evolving threats
• Help managing regulatory compliance
• Expertise to manage complex environments

IBM value

• Mitigate risk and improve resiliency posture
• Protect brand and revenue
• Protect capital investment
• Reduce costs
• Orchestrate IT recovery
• Improve back up and recovery service performance

IBM differentiators

• 100% success rate in meeting commitments to clients who declared incidents
• 55+ years of DR and Business Continuity experience
• 10,000+ clients protected
• 388 IBM Resiliency Centers in 68 countries
• Gartner MQ Leader for DRaaS – three consecutive years
• 3.5EB data managed
• 6,000+ dedicated professionals

Value to Partners

• Capture new markets
• Differentiate your offerings with Resiliency Services
• Provide customers lower operational costs
• Attain confidence in technology

Leveraging the cloud for “always on” resiliency

Visit Business Resiliency Services on IBM PartnerWorld
IBM Services

Hybrid Cloud Services

*Flexibility to design, prototype and launch new offerings at the speed of today’s business*

Visit Hybrid Cloud Services on IBM PartnerWorld

**Client needs**
- Enable business growth, new business models
- Help with digital transformation
- Improve agility and speed
- Increase stability
- Optimize expenses
- Access to the right skills

**IBM value**
- Continuum of design, build, migrate, manage, and optimize solutions
- Enable clients to plan, buy, and manage – or ‘broker’ – IT services across all cloud models from multiple suppliers

**IBM differentiators**
- Multi-cloud vendor support
- Single vendor with legacy support
- Experts at cloud deployment, migration and management
- 35+ years optimizing hybrid cloud through predictive insights and automation
- More than 300 client and IBM data centers under management

**Value to Partners**
- Generate an annuity revenue by adding Integrated Managed Infrastructure (IMI), Edge Delivery Services to your portfolio
- Expand your portfolio and global reach for hybrid cloud infrastructure needs

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IBM Services for Managed Applications

Standardized global management for SAP, Oracle, and e-Commerce

Client needs
- Innovation, security and access to expertise
- Drive growth and future proof with a strategic platform
- Access to expertise, tools and insights to drive a cloud enabled operating model
- Security and compliance
- Deliver bridge to cloud for legacy apps

IBM value
- 90% reduction in workload for infrastructure management
- 30% faster compared to on-premise
- 4x faster rollout of new functionality
- 20% cost savings
- 42% reduction in response times

IBM differentiators
- Standardized global delivery and platform with a single support structure
- Enables clients to integrate their applications to the larger IBM ecosystem, leveraging Blockchain, IoT and Watson services on IBM Cloud.
- Up to 99.95% availability SLAs with DR options

Value to Partners
- Generate immediate revenue by adding IBM Services for Managed Applications to your portfolio
- Expand your portfolio and global reach by delivering cloud enabled managed applications
- Cuts overheads, enabling partners to offer low prices to customers
Client needs

- Strategy, policies needed to deliver a digital workplace
- Allow users to work anywhere, anytime on any device
- Secure and manage devices and data
- Offer device choice (BYOD)
- Endpoint virtualization
- Skills and optimization

IBM value

- Help drive superior user experience and boost productivity
- Reduce Total Cost of Ownership
- Enable predictive costs with managed services
- Mitigate risk

IBM differentiators

- Named Leader in Gartner MQ for Managed Mobility Services\(^1\) for 4th year
- AI-powered help desk services powered by Watson
- 170 countries; 40 call centers supporting over four dozen languages
- 750 patents for mobile innovation

Value to Partners

- Leverage IBM’s leadership to solve client problems
- Become clients’ expert on Modern Digital Workplace
- Education, sales and marketing collateral
- Fee for Marketing, Resell, or Business Partner as Prime

Visit Digital Workplace Services on IBM PartnerWorld
Client needs

- Network to support Cloud and Digital transformation
- Infrastructure agility, scalability, security, and speed to market

IBM value

- We help clients meet their network’s growing need for agility, scalability, and security in a multivendor, multi-technology environment through a lifecycle approach that spans strategy, assessment, planning, design, implementation and management

IBM differentiators

- Recognized as a leader in worldwide network consulting services by IDC
- Experience in delivering and managing end to end Network transformation
- Unbiased and vendor agnostic approach, SDN reference architecture, GNPP integrated into the IBM Enterprise IT framework
- IBM Client Innovation Centers

Value to Partners

- Remove network bottlenecks for your clients to speed up adoption of hybrid clouds deployments by making the network agile, scalable and secure

Network Services

Agile, resilient, secure and intelligent networks for your cloud transformations
**Client needs**
- Protection from the latest threats
- Adapting security posture to latest IT trends like cloud, BYoD, mobile, IoT
- Protection of critical information assets
- Skills and optimization

**IBM value**
- Gain access to global threat intelligence
- Build a security strategy that accelerates the new IT trends
- Leverage automation and orchestration to improve efficiency and effectiveness
- Access the right skills
- Reduce complexity

**IBM differentiators**
- Deep industry service delivery experience
- 60 billion+ security events analyzed daily across 4,500+ global clients
- Recognized as leader in Gartner MQ for managed security services & Forrester for information security consulting services

**Value to Partners**
- Leverage IBM Security Services to augment existing portfolio
- Expand opportunities with annuity based managed security services
- Use consulting & product professional services to complement complex opportunities and deployments

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**Strengthen your information security defenses and lower costs**

Visit [Security Services on IBM PartnerWorld](#)
## Checklist

<table>
<thead>
<tr>
<th>CHECKLIST ITEM</th>
<th>COMPLETED</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
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Note: if you have a Distributor, please work directly with that organization to determine their appropriate Getting Started steps.
Getting Started

Sign a Business Partner Agreement

How to sell or embed IBM Services
IBM Global Technology Services does not have special authorization requirements to sell IBM Services beyond signing a Business Partner Agreement application.

The first step is to make sure your company is registered in IBM PartnerWorld and is defined as the Authorized Profile Administrator (APA). Once your Business Partner firm’s PartnerWorld registration is in place, you can apply for a new Business Partner Agreement (BPA) or update an existing agreement to sell IBM Services.

If are integrating IBM products and services with your solution, then the Embedded Solution Agreement must be signed. Another document to review is the IBM Global Technology Services Principles of Engagement. This document is in support of the IBM Business Partner Charter and describes how IBM Global Technology Services and Business Partners should work together by promoting an environment of trust and understanding and creating a foundation for teaming.

Additional information and prerequisites are available on the IBM PartnerWorld website.
Getting Started

Enroll in PartnerWorld
IBM PartnerWorld website; IBM Services on PartnerWorld

IBM PartnerWorld registration
If you aren’t already a member, you are invited to become a member of the IBM PartnerWorld program. When you join PartnerWorld, you’re connected to an unbeatable portfolio of solutions and a global sales force that gives you the tools to leverage critical trends such as cloud, big data & analytics, mobile, social business, and security. For an overview of PartnerWorld benefits, click here.

Joining PartnerWorld is a two step process. Follow the simple steps to join IBM PartnerWorld via this link.
1. First, you must have an IBM ID.
2. Then, you will need to register your company. If your company is already registered, you will only need to associate yourself.

Updating your PartnerWorld profile
If you are an employee of a Business Partner firm, you can update your personal information including skills, address, phone, interest areas, and so forth. Your PartnerWorld profile provides you with an opportunity to subscribe to the Weekly Update and other topic-specific emails. The content you receive is based upon your personally selected areas of interest.

Keep your profile up-to-date
Regularly updating your profile in the PartnerWorld Profile System (PPS) is important so you continue to receive and have access to personalized information. When completing or updating your PartnerWorld profile, be sure to check the boxes within the Services section as an area of interest. To update your PartnerWorld profile, click here.
Business Partners are required to register all opportunities in My Sales Activity (MySA) under the appropriate IBM Global Technology Services (GTS) program. Opportunity registration must occur in advance of a customer’s signature. Once reviewed, an opportunity registration approval or rejection notification will be sent to the Business Partner.

If the opportunity registration is approved, the opportunity registration is valid for 12 months from the approval date. Business Partners must submit a request for approval extension consideration to oppreg@us.ibm.com for expired registrations.

For additional details, refer to: MySA Getting Started
If you have any questions, dial 1-800-426-9990 option: 0 and ask for the MySA Help Desk.

For reference:
• IBM PartnerWorld Program Operations Reference Guide
Understand contracts / available offerings
PartnerWorld is the best place to find the latest appropriate Business Partner exhibit for GTS offerings. There will be specific exhibits and / or contracts for GTS Infrastructure Services and GTS Technology Support Services.

Be aware of the fee process
To understand how fees are paid, the status of fee payments and other related topics, please work with your designated IBM representative. Please note that fees are not applicable to Technology Support Services opportunities.

Set up Electronic Funds Transfer
To ensure efficient transfer of funds, you may want to consider setting up Electronic Funds Transfer. Your designated IBM representative can provide you with the necessary procedures.
Getting Started

Take Integrity Training

IBM takes great pride in knowing that collectively, with our Business Partners, we distinguish ourselves in the marketplace by establishing high standards of ethics and integrity. IBM Business Partners are required to have all applicable employees that support the sale of IBM products or services complete IBM’s on-line Integrity Training course.

The successful completion of Integrity Training is a prerequisite for approval of the application and signed IBM agreement. Once the appropriate personnel are enrolled to take Integrity Training, they have 60 days from the date of enrollment to complete the course.

If you have any questions on the Integrity Training, contact PartnerWorld Contact Services at 800-426-9990
Leverage marketing resources to help build your brand

**Brand-building content**
IBM’s Digital Content Marketing benefit is an integrated suite of marketing tools — web plug-ins, email marketing, and social automation — designed to help you generate leads while saving you time and money. Use one, two, or all three capabilities to create digital marketing campaigns to increase your visibility in the marketplace. For further details: [Digital Content Marketing](#)

IBM Global Technology Services Digital Content Marketing Assets can be found at: [IBM Global Technology Services Co-Marketing](#)

Consider planning and executing demand generation with one of IBM’s approved Co-Marketing agencies. Their services span the entire marketing spectrum, including strategy and planning, data lists, execution/demand generation, and lead nurturing: [Approved Co-Marketing agencies](#).

**Co-Marketing funding**
Business Partners selling IBM Services can apply for Co-Marketing funds to help cover the costs of campaign execution. Visit [IBM Global Technology Services Co-Marketing](#) for additional details.

**Additional marketing resources**
IBM offers a wealth of additional marketing resources to help Business Partners determine their optimal marketing approach. These resources include:
- Go-to-Market and Sell
- Business Partner Success Stories
- IBM Competitive Intelligence (COMP)
- IBM Institute for Business Value
- IBM Global C-Suite Study
- Business Partner Marks and Certificates

[Return to Checklist](#)
Collaboration resources are available to help you connect with the right communities

Connect, collaborate, innovate

IBM Business Partner Locator (link)

Business Partners blog – the official IBM PartnerWorld blog

IT Biz Advisor – stories, insight, expertise for technology in business (thought leadership)

IBM PartnerWorld on LinkedIn

IBM Partners on Twitter

IBM PartnerWorld on YouTube

IBM PartnerWorld provides an opportunity to connect and collaborate with other IBM Business Partners and IBMers through blogs and social networks.