Winning with an intelligent, self-correcting supply chain

Become an IBM Business Partner to deliver supply chain solutions built to improve the customer experience.

IBM Sterling

IBM

The supply chain market opportunity

An organization's reputation and customer loyalty rely on the ability to deliver on its brand promise. Businesses depend on their supply chain operations to provide a customer experience that delights customers as well as trading partners.

It's important for our clients to orchestrate a frictionless supply chain that simplifies B2B connectivity, collaboration and decision making. Executing with speed and confidence is essential for supply chain leaders to meet business needs and exceed the expectations of customers and trading partners.

The move to the cloud, coupled with disruptive technologies such as blockchain, Internet of Things (IoT) and artificial intelligence (AI), is enabling organizations to become more agile and efficient. According to IDC, the manufacturing sector spent $316 billion in 2017 on its digital transformation and it is expected to grow at a compound annual growth rate (CAGR) of 18.8 percent from 2017 to 2021.[1]

To meet this challenge, organizations are seeking to design an intelligent, self-correcting supply chain because:

75% of retailers can't deliver a seamless and consistent experience across sales channels[2]
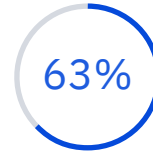
63% need to increase security of file transfer systems[3]

59% seek to reduce costs with self-service for the line-of-business[4]

75% want to improve trading partner satisfaction through enhanced line-of-business collaboration[5]

"The supply chain continues on its journey of almost unparalleled levels of change. Digital transformation is now the overriding priority for most manufacturers and retailers, with the adoption of digital technologies aimed at improving efficiency and effectiveness as well as providing the opportunity to either disrupt their market segment or be resilient to others that may try." [6]

**Simon Ellis,
IDC program vice president, Global Supply Chain Strategies**

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IBM Sterling solutions

First-generation supply chains are good at automating and optimizing processes in functional silos. But the next chapter of digital transformation will require supply chains that are dynamic, responsive and interconnected with ecosystems and processes. To succeed, supply chain leaders need to take bold strides forward in driving efficiencies and being resilient to disruptions.

The IBM® Sterling Supply Chain Suite gives you end-to-end visibility, real-time insights and recommended actions to turn disruptions into opportunities for customer engagement, growth and profit. It's an open, integrated platform that easily connects to your supplier ecosystem, while leveraging advanced technologies like AI and blockchain. Armed with these solutions, IBM Business Partners can help clients achieve better business outcomes by completely reinventing the way supply chains operate.

When supply chain professionals think about their operations, they may overlook the importance of the data that drives the supply chain. Within the data, however, lies the answers to many questions that practitioners typically rely on the IT department to answer:

– What's the status of the purchase order, invoice or payment?

– Was there a cancellation or change request for the original order?

– Do we have the inventory to fulfill the request by the date promised?

– Can we give customers and trading partners the flexibility to choose how they want to connect with us, receive information or manage shipments?

IBM solutions can provide enterprises end-to-end visibility into their supply chain and access to actionable, personalized insights.

IBM Sterling enables a two-pronged approach to digital transformation that drives optimal customer outcomes to help clients achieve long-term success.

01

IBM Sterling B2B Collaboration
Improve data flow across B2B relationships by automating manual processes and ensuring critical transactions and data exchanges are reliable, secure and scalable.

02

IBM Sterling Supply Chain
Get end-to-end supply chain visibility, real-time insights and recommended actions to turn disruptions into opportunities for customer engagement, growth and profit.

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IBM Sterling B2B Collaboration | IBM Sterling Supply Chain

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IBM Sterling solutions

IBM Sterling B2B Collaboration

With IBM Sterling, you can help clients implement best-in-class solutions that deliver tighter integration between the people, systems and data needed to connect and collaborate throughout the supply chain.

Many organizations face increasing regulations, missed service level agreements (SLAs), lengthy onboarding processes and rising costs of maintaining disparate systems and manual processes. As an IBM Business Partner, you can reinvent the way organizations connect and collaborate.

The market-leading IBM Sterling B2B Collaboration solutions automate

B2B connections to build more scalable, secure and reliable business networks. IBM Business Partners help clients reduce time to value and radically simplify connectivity.

These IBM solutions are built on security-rich technology that enables IT professionals to:

Establish a scalable, secure and always-on B2B information exchange

Drive down costs and complexity of maintaining B2B connections

Automate onboarding and relationship management with trading partners, suppliers and customers
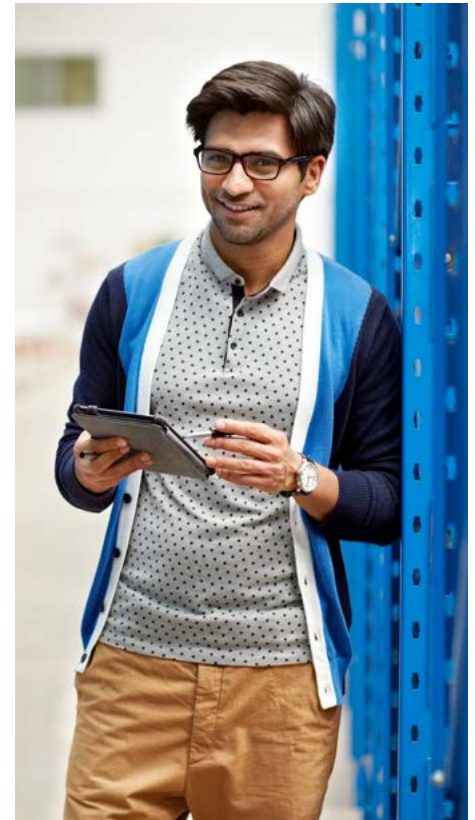
Strengthen regulatory compliance by safeguarding data and files at rest and in transit

Proactively mitigate risk through end-to-end visibility and governance

IBM Business Partners can lead this market by providing complementary solutions and embedded platforms. In addition, the migration, integration and mapping services that IBM Business Partners offer help enable a frictionless supply chain.

IBM Sterling solutions

IBM Sterling B2B Collaboration

Discover key offerings within IBM Sterling B2B Collaboration

Help clients modernize B2B connectivity and meet the ongoing demands of the business while reducing cost and complexity.

IBM Sterling B2B Integrator consolidates and automates B2B processes into to a single platform

IBM Sterling File Gateway consolidates file transfers for seamless performance on a single edge-based gateway

IBM Sterling Global Mailbox addresses demand for high availability operations and redundancy across geographically distributed locations

IBM Sterling Transformation Extender automates complex data transformation and validation between varying formats and standards

IBM Sterling Secure File Transfer provides security-rich movement and tracking of mission-critical information across enterprises and partner networks

IBM Sterling Partner Engagement Manager simplifies onboarding and management of partners, suppliers and customers
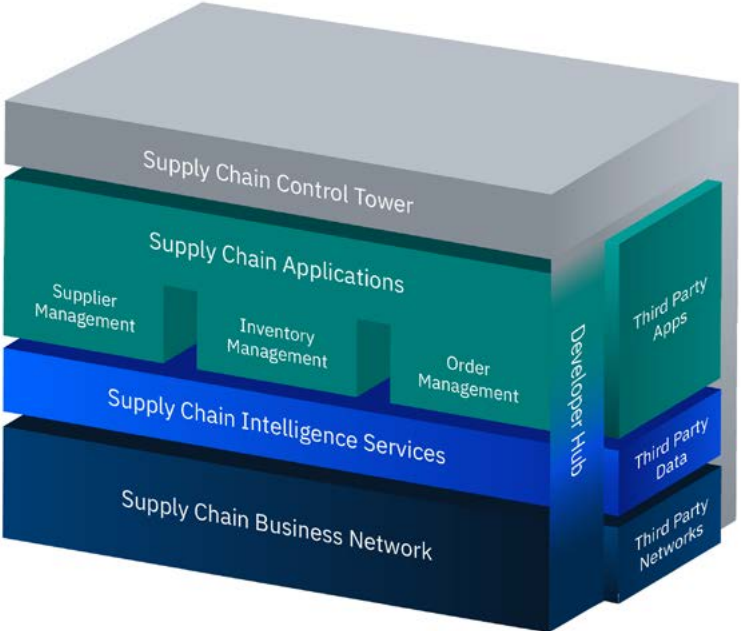

IBM Sterling solutions

IBM Sterling Supply Chain

IBM is focused on delivering solutions that improve supply chain visibility and accelerate the digital transformation to give customers a competitive advantage.

Supply chain professionals are experiencing overwhelming change, driven by increasing customer demands and shifts in the external market. In fact, 61 percent of organizations want to improve their supply chain visibility.[7] Addressing this challenge is an exercise in overcoming seen and unseen obstacles, from delivery delays and quality defects to weather conditions, market instability and even political unrest.

IBM Sterling is designed with disruption in mind. It is built to streamline collaboration and deliver deep search and visibility through the use of structured and unstructured data. AI taps into vast amounts of data nearly instantaneously, interprets it and provides recommendations that empower business users to make faster and more informed decisions.

A smarter supply chain gives clients real-time upstream and downstream visibility to capitalize on every market opportunity. Modern systems enable order monitoring based on promise dates. Clients gain the ability to find the lowest cost by using optimized sourcing. An intelligent, self-correcting supply chain provides unmatched fulfillment flexibility to meet the ever-changing demands of both B2B and B2C customers.

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IBM Sterling B2B Collaboration | IBM Sterling Supply Chain

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IBM Sterling solutions

IBM Sterling Supply Chain

IBM Sterling Order Management is the only solution that makes it possible to achieve truly cost-effective omnichannel order fulfillment. IBM order management solutions make the most profitable sourcing decision for every order. IBM provides solutions that combine multi-channel order aggregation, inventory and delivery visibility, and service availability within a single platform.

As an IBM Business Partner, you can help your clients transform the supply chain lifecycle from the initial customer touchpoint through delivery. IBM's advanced technology helps clients gain deeper, trusted visibility into their end-to-end supply chain so that they can confidently act to mitigate disruptions, minimize business risk and capitalize on market opportunities.

IBM Sterling Supply Chain solutions bring key future-proof differentiators that stand out in the market:

01 Inventory management applications help clients understand what inventory is available and where it is, optimize to demand and support accurate available-to-promise in real time, at virtually any time.

02 Supply management applications streamline connectivity and collaboration with suppliers and provide comprehensive visibility to help clients proactively manage compliance as well as predict, prioritize and mitigate disruptions and risks and make better decisions faster.

03 Order fulfillment applications automate changes to sourcing in real time so clients can tailor fulfillment processes to more profitably address customers' expectations.

"For IBM, supply disruptions, exacerbated by dark data, created an urgency for a solution that could bring greater visibility and orchestration. We wanted to better understand and meet the supply-demand balance, as well as bring people together with the intelligence and capabilities to respond to disruptions and events quickly."

**Ron Castro,
Chief Supply Chain Officer, IBM**

IBM Sterling solutions

IBM Sterling Supply Chain

Discover key offerings with IBM Sterling

Supply chain software as a service (SaaS) provides practitioners end-to-end visibility infused with AI-enabled insights that help resolve disruptions in minutes—not days.

IBM Sterling Supply Chain Business Network uses AI to streamline connectivity and deepen B2B transaction lifecycle visibility through a digital business network

IBM Sterling Order Management delivers a seamless omnichannel customer experience and optimizes order fulfillment across every location in your supply chain

IBM Sterling Fulfillment Optimizer with Watson minimizes total cost-to-serve with a cognitive analytic intelligence that enhances existing order management systems

IBM Sterling Inventory Visibility enables up-to-the-minute inventory tracking and accurate available-to-promise data

IBM Sterling Delivery Transaction Intelligence with Watson offers a portfolio of blockchain applications that provide an immutable shared record of multi-enterprise digital events across the supply chain

IBM Small Partner Automation eliminates the exchange of paper documents, faxes and phone calls with small partners without changing their way of doing business

IBM Sterling Supply Chain Insights with Watson alleviates supply chain visibility challenges by capitalizing on AI to predict, quickly assess and mitigate risks
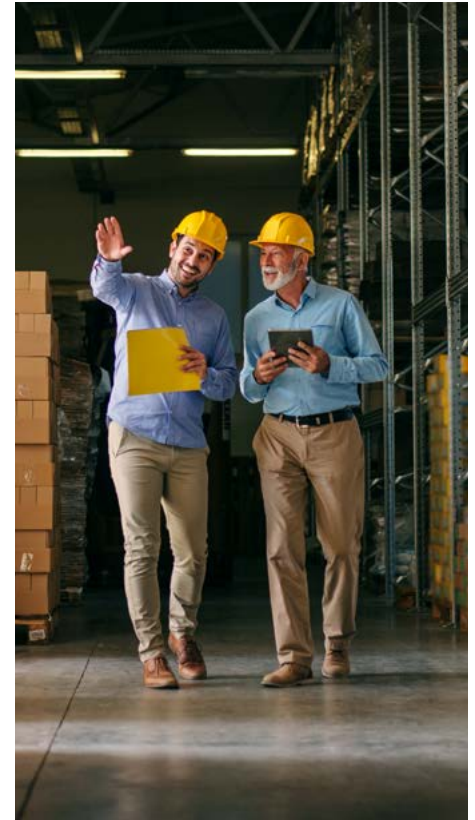
How to achieve success as an IBM Business Partner

A smarter supply chain puts organizations in charge of their customer experience. It empowers supply chain professionals to make decisions faster and with confidence. IBM's best-in-class technology provides real-time, actionable insights to deepen connectivity, extend collaboration and achieve unprecedented visibility. New levels of transparency provided to internal and external customers, as well as trading partners, result in customer-centric supply chains ready for the future.

Becoming an IBM Business Partner is a smart way to help clients move beyond traditional, fragmented systems to mitigate increasing occurrences of disruptions and risks. IBM Business Partners offer an integrated approach that positions the supply chain at the heart of the customer experience. IBM Sterling, powered by AI, drives end-to-end supply chain visibility to optimize operational efficiency, security and B2B collaboration while reducing costs.

IBM PartnerWorld® is designed to help IBM Business Partners capture new markets, develop new skills and grow profits. Our award-winning program offers sales resources, marketing support and technical training. IBM is committed to providing IBM Business Partners access to similar resources as direct sellers.

Working with IBM to sell supply chain solutions is a smart investment for businesses. Enhance your supply chain industry knowledge and integration expertise to build stronger client relationships. As an IBM technology provider, your business can help clients turn their supply chain into a competitive advantage by embedding our market-leading solutions.

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Multiple ways to join | PartnerWorld benefits | Business Partner Resources

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How to achieve success as an IBM Business Partner

Multiple ways to join

Choose a business model that's right for you

PartnerWorld adapts its incentives to your go-to-market strategy. This way, you can choose the sales model that best fits your business needs.

Sales Model

IBM Business Partners can earn up to 70 percent in incentives for selling IBM software and up to 16 percent for renewing client software subscriptions.

Software Sales and Software Sales Assist incentive

The IBM Channel Value Rewards (CVR) — Software Sales and Software Sales Assist is a lucrative incentive program that rewards IBM Business Partners for the value their businesses bring through different stages of the

sales cycle. Find our geography-specific operations guides and local contacts.

The IBM CVR - Solution incentive rewards IBM Business Partners for selling approved value-add solutions and reselling IBM software as an integrated offering. The integrated solution offering provides line-of-business or cross-industry business capabilities to help you address and resolve customer needs and requirements.

The IBM CVR - Renewals Management rewards the sale of IBM Software Subscription and Support to IBM Business Partners that continue to provide value for customers to whom they previously sold the original license, trade up, reinstatement or the last renewal.

How to achieve success as an IBM Business Partner

Multiple ways to join

SaaS reseller incentive

Business Partners may also earn up to 20 percent in SaaS Reseller Incentives for helping drive adoption of IBM SaaS offerings.

Developer Model

The Embedded Solutions Agreement (ESA) allows technology providers to leverage IBM technology with open standards and combine it with their intellectual property. An ESA delivers a total solution to customers under the IBM Business Partner's brand, terms and conditions. An ESA is ideal for technology partners looking to sell their own solutions powered by IBM technology. The agreement provides flexible pricing along with reduced development costs to drive increased profits. Learn more about the ESA onboarding process. Discounts may vary based on volume.

Become an IBM Business Partner to take advantage of our unsurpassed services, benefits, training and expertise so you can confidently resell security-rich supply chain solutions and provide exceptional service to your clients.

Ready to collaborate with IBM? Discover how to become an IBM Business Partner.

How to achieve success as an IBM Business Partner

PartnerWorld benefits

Grow your business with marketing benefits and incentives from IBM

PartnerWorld has a multitude of marketing benefits and programs to help you gain skills to promote and grow your business.

Incentives

IBM is dedicated to helping you maximize earning potential when you identify opportunities, attract new clients and implement solutions. IBM Business Partners have access to a rich incentive program, with earnings of up to 60 percent when up-front discounts are combined with back-end rebates. Learn more about PartnerWorld incentives.

Incentive program	Certification requirements	Earning potential		
		IBM-Led	Co-Led	BP-Led
Software resell	1 Sales, 2 Technical	Distributor margin + up to 10%	Distributor margin + up to 45%	Distributor margin + up to 70%
Software renewals	1 Sales, 2 Technical	Distributor margin	Distributor margin + up to 7%	Distributor margin + up to 16%
SaaS resell	1 Sales, 2 Technical	Distributor margin + up to 10%	Distributor margin + up to 20%	—
SaaS Sales Assist	1 Sales, 2 Technical	10% Capped at $150K		
ESA	None	Negotiated based on volume		

Marketing benefits

IBM My Digital Marketing is an integrated customer relationship management tool to help you create and automate digital campaigns to better target and reach the right customers. IBM Business Partners can use any or all of the tool's capabilities. My Digital Marketing includes email marketing campaigns, customizable marketing collateral, web content syndication and social media automation.

PartnerWorld Co-Marketing helps IBM Business Partners generate or drive demand, nurture leads and sell more IBM solutions. To be eligible for marketing development funds, IBM Business Partners must be part of IBM Channel Value Rewards or have an Embedded Software Agreement.

How to achieve success as an IBM Business Partner

PartnerWorld benefits

[Software Targeted Co-Marketing](#) covers eligible marketing costs. IBM reimburses up to 50 percent of eligible costs for digital marketing, events, telemarketing, advertising and other marketing activities.

[Competency Co-Marketing](#) is a key benefit awarded for PartnerWorld competency achievement. IBM Business Partners are reimbursed 100 percent for approved marketing activity costs to help further success in IBM's strategic growth areas. IBM Business Partners who achieve a specialist or expert-level competency may be eligible for co-marketing funding. Learn about the program and the [supply chain competency](#).

[ESA Growth Funds](#) allows you to combine IBM's technology with your Intellectual Property to deliver innovative solutions under your brand. ESA Growth Funds help you reach clients and grow your business by reimbursing 50 percent of your eligible marketing costs when you develop solutions with IBM Software.

Learn about the [exclusive marks and certificates](#) available to IBM Business Partners.

How to achieve success as an IBM Business Partner

Leverage IBM sales and learning resources

Global Solutions Directory

The Global Solutions Directory is an online directory containing thousands of products and services provided by IBM Business Partners. Creating a thorough entry for your solution or capability in the Global Solutions Directory is a critical marketing step. The entries generate exposure with clients, other IBM Business Partners and the IBM sales community. This international resource is available in multiple languages.

IBM Sterling Partner Explorer

With a global network of innovative solution providers, the IBM Sterling Partner Explorer connects clients with the right tools to achieve business objectives. If you're looking to increase your visibility and attract new clients, your listing in the Partner Explorer can help elevate your profile.

Learning

IBM Business Partners can enhance their learning and improve their skills through several programs. The IBM Skills Gateway offers learning roadmaps for many solutions. There is a wide range of sales learning material in the supply chain sales and technical mastery on our exclusive learning platform.

Support

IBM provides a range of services to support Business Partners so they can offer better support to clients. Learn more about support services.

Explore additional PartnerWorld resources.

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Get started

The PartnerWorld program is one of the most robust and extensive global channel programs in the industry. It provides IBM Business Partners with a way to use their business expertise, in combination with IBM technologies, to tackle the market's toughest challenges.

Becoming an IBM Business Partner is a smart way to help your clients move beyond fragmented, piecemeal approaches that can leave dangerous gaps that put their supply chain at risk. IBM provides scalable, integrated solutions to meet client needs. As an IBM Business Partner, you will be able to deliver technology and services that help your clients stay competitive in an increasingly digital marketplace. And PartnerWorld provides access to the

best-in-class solutions, skills enhancement and incentives to help grow your business.

The PartnerWorld program aims to make it easy for you to deliver high-value solutions to solve your clients' most difficult challenges. The program even offers an incentive structure that can be specifically designed for your business needs and benefits that expand with the silver, gold and platinum PartnerWorld levels.

Accelerate your entry into the PartnerWorld program. Join us as we bring AI-infused, security-rich solutions to the market. Empower your clients to transform their teams, revolutionize their workflows and achieve better business outcomes faster.

What's next:

Learn more about how to [join PartnerWorld](#).

Learn more about the [Channel Value Rewards program](#).

Learn more about [PartnerWorld incentives](#).

Get started with [sales and technical mastery](#).

To find out more about IBM Sterling or the PartnerWorld application process, please contact your local IBM representative.

Sources:

[1,6] IDC FutureScape: Worldwide Supply Chain 2018 Predictions." International Data Corporation, Oct. 2017.

[2,4,7] "Omnichannel Capabilities of Retailers Worldwide." Brightpearl, Sept. 2017

[3] "IBM Supply Chain Data Report." Vanson Bourne, 2017

[5] "WW B2B Integration and MFT Survey 2019." International Data Corporation, January 2019

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