The value of selling IBM Services

Accelerating our clients to the future

IBM Global Technology Services
Business Partner Channel
May 2019
Enterprises need deep, expertise-based partnerships that help them connect business and technology seamlessly.

They value business partners, not just technical experts.

Technology leaders are integral to business transformation.

Business leaders are increasingly investing in technology capabilities.

They look for partners who will help them grow.
Every day, technology plays a bigger role in people’s lives. Customers expect always-on experiences. Businesses cannot compete without technology.

1.1 ZB/yr
Estimated 2016 Global IP Traffic, growing to 2.3 ZB/yr by 2020

75%
of all photos taken today with mobile phones, up from 40% in 2010

33%
Smart meter market penetration in the US in 2012, projected to hit 70% market share by 2020

1 in 6
Americans currently own a wearable tech item, expected to increase by 35% by 2019

IBM Services

We support clients that represent the cornerstone of their respective industries

The backbone of the world’s economy

IBM Services model – a shift from a Systems Integrator to a Services Integrator for end-to-end capabilities for Hybrid Cloud

From **systems** integration to achieve **IT outcomes**

To **services** integration to enable **business outcomes**
## Accelerate the journey to Cloud through a continuum of services

### Cloud Continuum

- **Plan / Design**
- **Build / Provision**
- **Govern / Optimize**
- **Monitor / Manage**
- **Migrate / Modernize**

### End-to-end, multi-vendor services that accelerate to journey to hybrid, multi-cloud environments.

<table>
<thead>
<tr>
<th>Service Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hybrid Cloud Services</strong></td>
<td>Provide end-to-end Hybrid Cloud Management services, including multi-cloud and containers, leveraging automation</td>
</tr>
<tr>
<td><strong>Business Resiliency Services</strong></td>
<td>Develop solutions for hybrid/multi-cloud, leveraging IBM security and cloud capability, with appropriate governance</td>
</tr>
<tr>
<td><strong>Digital Workplace Services</strong></td>
<td>Provide individualized client service experience leveraging machine learning and AI, improving deployment speed and scalability</td>
</tr>
<tr>
<td><strong>Network Services</strong></td>
<td>SDN and carrier neutral Network Function Virtualization, enabling client value through WAN Optimization, Virtual Security and Communication aaS</td>
</tr>
<tr>
<td><strong>IBM Services for Managed Applications</strong></td>
<td>Modernize IaaS layer through transition of services to IBM Cloud, and simplify Hybrid Cloud adoption of ERP systems and IT applications</td>
</tr>
<tr>
<td><strong>Security Services</strong></td>
<td>Provide capabilities through an integrated approach centered around a cognitive core to address risks across Cloud and Non-Cloud environments</td>
</tr>
</tbody>
</table>
Provide end-to-end support with differentiated capabilities

Multi-Vendor Services – 4 Pillars

- DataCenter – 4Walls: Mega transaction support for original equipment manufacturers
- Industry Solutions: Extending support outside the data center in Banking, Retail, Healthcare
- Support as a Service: Support for non-IBM software - open source and Cloud
- MVS Software Support: Great Customer Experience, Operational Efficiency driven by Innovation
IBM Services provides a broad set of modular services that address the infrastructure needs of enterprise clients.
**IBM Services**

**Technology Support Services**

**AI-powered IT support management**

Visit Technology Support Services on IBM PartnerWorld

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**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
IBM Services

Business Resiliency Services

Leveraging the cloud for “always on” resiliency

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
- Orchestrater 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

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

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

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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 Services¹ 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

Enable users to work how, when and where they choose

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

Agile, resilient, secure and intelligent networks for your cloud transformations

Visit Network Services on IBM PartnerWorld
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

Strengthen your information security defenses and lower costs

Visit Security Services on IBM PartnerWorld
How Business Partners can work with IBM Services
Four primary Services teaming models with Business Partners

Services Attach
Initial entry into channels, focused on driving resellers to attach maintenance to their hardware and software transactions

Services Clothing
Offerings which complement or “clothe” a hardware sale e.g. Business Resiliency Services or Technology Support Services

Services Collaboration
Jointly sell and deliver Services with Business Partners, i.e. cabling or other labor-based services

Services Integration
Some Business Partners wanted to adopt a “Made with IBM” strategy, incorporating IBM Services into their solutions

Four basic approaches to Business Partner compensation

- Resale
- Closed Contract, Fee, or Resale
- Closed Contract, Fee, or “Subcontract”
- Resale or “Subcontract”

In addition to the teaming models shown, there are Coverage or Agent relationships in some geographies. Lead passing agreements are available for select offerings and/or geographies, however revenue is not considered as channel. Where Business Partners act as subcontractors to IBM, additional relationships via IBM procurement are required. Visit PartnerWorld for information on available incentives.
1

Get enabled

Visit IBM PartnerWorld to learn more about IBM Services

2

Generate Demand

Take advantage of funding to drive successful Services marketing campaigns using Co-Marketing

Utilize Digital Content Marketing - an integrated suite of marketing tools including Business Partner-ready campaigns

3

Sell More

Contact your geography IBM Business Partner sales representative or IBM PartnerWorld Contact Services
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