



# Welcome Kit for Managed Service Providers (MSPs)



IBM PartnerWorld

Welcome  
Letter

Overview  
and Benefits

Growth  
Path

Marketing  
Program

Incentives and  
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Sales and  
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## Welcome

One of the most compelling opportunities in the market today is managed services. This fast-growing IT segment can be richly rewarding. Margins are higher. Revenue is recurring. Deeper client loyalty can be cultivated as you become a more pivotal technology partner delivering a range of solutions and services to help clients improve business outcomes.

Whether you're just getting started as a managed services provider or have an established services business, competing in a crowded market requires more time, skill and resources than ever before. When you team with IBM, you'll have access to a broad portfolio of offerings that readily integrate into your environment and a wide range of support to ensure your success.

- Education and training
- Co-marketing and demand generation
- How-to guides
- Market intelligence
- Collaboration resources
- Technical support
- Solution roadmaps
- Financing

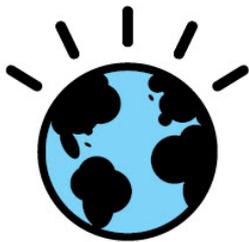
IBM offerings and support for Managed Service Providers (MSPs) are based not on where your business has been, but where it's going. In the pages that follow, you will discover what IBM is offering to you in the way of support, designed specifically with your needs in mind.

We're delighted that you've chosen to become an IBM MSP Business Partner! Let us know how we're doing. And, let us know how we can support your business needs in the future.



## So what is PartnerWorld and why does it matter?

IBM PartnerWorld is an award-winning, global program designed to help our IBM Business Partners increase demand, grow their business, improve profitability and enable their clients to participate in the revolution that is fueling a smarter planet.



PartnerWorld:

[ibm.com/partnerworld](http://ibm.com/partnerworld)

Join PartnerWorld:

[ibm.com/partnerworld/join](http://ibm.com/partnerworld/join)

MSP PartnerWorld:

[ibm.com/partnerworld/msp](http://ibm.com/partnerworld/msp)

When you team with IBM, you are not only better equipped to uncover opportunity and find new avenues of growth, but also to better satisfy client requirements for innovative, end-to-end solutions and serve as their trusted, strategic partner.

**There is no charge to join.** Just accept the PartnerWorld Agreement and you will have easy access to valuable benefits, tools and support that you need to transform your business, today and tomorrow.

### As an IBM MSP PartnerWorld partner:

- Your benefits will be based on the member level area with 3 levels of participation based on a point system
- Program levels qualification based on IBM based services offerings, skills, revenue, references
- Designed for IaaS, PaaS and SaaS MSP-type business models
- Benefits include marketing programs, sales and technical training and certifications, product roadmaps, financing and incentives and access to the IBM Business Partner ecosystem.

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## Why join IBM PartnerWorld?

*Teaming with IBM provides numerous benefits, including services, programs, education, funding and support options, and more. The relationship is a win-win situation for all participants.*

### Capture new markets

- Co-Marketing funding
- Marketing support for demand generation
- Market intelligence
- Thought leadership investments
- IBM brand
- Vast ecosystem of ISV Partners

### Develop new skills

- World class partner enablement capabilities for hardware, software, services
- Specialty programs
- Social media boot camps

### Grow your business

- Incentives and promotions
- Enhance, differentiate and extend your offerings with breadth and depth of Midmarket-focused IBM solutions
- Improve the bottom line with lower operational costs and flexible business terms
- Attain confidence in technology with proven reliability and availability to help meet and exceed SLAs



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## Overview and benefits

What is PartnerWorld? ■ Why join IBM PartnerWorld? ■ **Benefits** ■ Initiative offers

### PartnerWorld program benefits

#### Solutions tailored for MSPs

We understand MSPs have specific IT requirements:

- Multi-tenant
- Re-usable
- Flexible
- Mission critical
- Scalable
- Economic

Our solution offerings deliver a full range of hardware, software and services that help to:

- Optimize your infrastructure and improve your ROI
- Create new services to grow revenue streams
- Accelerate time to market
- Provide support for open standards and architectures
- Offer proven reliability, availability, and scalable solutions to help successfully attain SLA targets

#### Unique financing and incentives

- Software Group white label pricing
- Global Technology Services white label and wholesale pricing
- 12-month, zero-percent financing to all new credit-qualified MSPs
- Buyback program for MSPs
- Pay as you Grow program for servers and storage

#### Support to accelerate your growth

##### *Marketing support*

- Demand generation
- Co-marketing benefits
- Marketing intelligence

##### *Sales support*

- Financing
- Promotions and incentives
- Competitive resources

##### *Technical support*

- Centers of Excellence
- Technical sales
- Software, system and storage access



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## Initiative offers for IBM MSPs

*IBM has been listening. Our business partners have told us they need:*

- *A complete set of offerings*
- *Sales and technical support*
- *Marketing and business development*
- *The ability to leverage the IBM Brand in the marketplace*

With your needs in mind, IBM has designed a full initiative for MSPs, including:

- 1 Growth paths to high levels of engagement
- 2 Marketing programs
- 3 Incentives and promotions
- 4 Sales and technical support
- 5 Community
- 6 Exciting offerings for MSPs

*To learn more about each initiative, click on the corresponding tabs.*



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## Membership levels determine benefits

The more actively engaged and successful you are as a Managed Service Provider, the more benefits you will earn. The following pages provide details on the three membership levels.

### Member

- Certain aspects of Marketing Launch Pad
- MSP Center of Excellence
- MSP Virtual Briefing Center
- MSP Business Partner locator
- Education and training

### Advanced

- IBM Co-Marketing Center
- Joint marketing services
- IBM Business Partner emblem
- Loaner program
- Access to demo equipment
- MSP Achievement mark
- MSP Marketing Launch Pad

### Premier

- Assigned IBM Business Development Executive



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## Growth path



Membership levels ■ [Marketing benefits](#) ■ [Selling benefits](#) ■ [Technical benefits](#) ■ [Training and collaboration benefits](#)

## PartnerWorld program benefits: Marketing

### Marketing

Demand generation	Member	Advanced	Premier
Create campaigns	■	■	■
IBM Redbooks sponsorship	X	■	■
Internet marketing lead generation process	■	■	■
Market your solutions and capabilities with the Global Solutions Directory	■	■	■
Marketing Campaign Services	■	■	■
Online sales lead and marketing research tool: Hoover's	■	■	■
Outbound calling acceleration for your sales teams	■	■	■
Publish an IBM Redguide to feature your solution	■	■	■
Sales pipeline demand creation: Frontline Selling	■	■	■
Success story in a box	■	■	■
IBM co-marketing benefits	Member	Advanced	Premier
Client events package	▲	▲	▲
Co-marketing funding	▲	▲	▲
Influencer marketing funding	▲	▲	▲
Market Intelligence			
IBM Market Insights	X	■	■

Legend: ■ = included | X = not included | ▲ = included with additional requirements | VP = Value Package | VO = Value Option

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Membership levels ■ Marketing benefits ■ **Selling benefits** ■ Technical benefits ■ Training and collaboration benefits

## PartnerWorld program benefits: Selling

### Selling

	Member	Advanced	Premier
Financing			
IBM Global Financing	■	■	■
Promotions and Incentives			
Incentives and promotions	■	■	■
Briefing Centers			
Briefing centers	■	■	■
Competitive Resources			
Competitive Market Intelligence	■	■	■
Sales Tools			
Effective messaging development and sales presentation skills	■	■	■
Sales tools	■	■	■
Sales training	■	■	■

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Membership levels ■ Marketing benefits ■ Selling benefits ■ **Technical benefits** ■ Training and collaboration benefits

## PartnerWorld program benefits: Technical

### Technical

Technical sales	Member	Advanced	Premier
Configurators	■	■	■
Techline	VP	■	■
Technical support			
Entitled email and voice technical support	▲	▲	▲
IBM Systems and middleware technical support options for SW development	VO	VO	VO
Software critical implementation support	X	X	VP
Develop and migrate			
IBM Innovation Centers: Porting and testing	■	■	■
IBM technical validations	■	■	■
Software access			
IBM Evaluation Software Center for ISVs	▲	▲	▲
Software Access Catalog	VP/VO	VP/VO	VP/VO
Systems and storage access			
IBM Hardware Mall	■	■	■
Virtual Loaner Program	■	■	■

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## PartnerWorld program benefits: Training and Collaboration

### Training

IBM Education	Member	Advanced	Premier
IBM Innovation Centers: Training	■	■	■
Maximize Your Potential with Know Your IBM (KYI)	■	■	■
IBM PartnerWorld University	■	■	■
Discounts, reimbursements and rewards			
Discounted IBM Training	■	■	■
PartnerRewards program for education	■	■	■
Software sales mastery test vouchers	VP	VP	VP
You Pass, We Pay—IBM certification reimbursement	VP	VP	VP

### Collaboration

Collaboration resources	Member	Advanced	Premier
IBM Business Partner Locator	■	■	■
IBM SmartCloud for Social Business: Client trial accounts	■	■	■
IBM SmartCloud for Social Business: Demonstration accounts	■	■	■
Awards and membership			
Beacon Award Recognition Program	X	■	■
PartnerWorld Contact Services (PWCS) Expanded Services	■	■	■
PartnerWorld Executive Relationship	X	X	■

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**Launch Pad** ■ Concierge ■ Develop marketing plan ■ Get the word out ■ Execute campaign ■ Additional lead services  
Identify prospects ■ Education ■ Backed by IBM ■ Global Centers of Excellence ■ Financing options ■ Ecosystem

## IBM Marketing “Launch Pad” for MSPs

### Marketing services to help you grow your business

IBM’s new marketing “Launch Pad” for MSPs is a comprehensive set of services designed to help you build your brand and generate demand for your services.

Download the [IBM Launch Pad brochure](#).

If you need help...	...IBM provides
• Navigating our MSP benefits and resources	...a newly launched MSP Concierge Service
• Developing a marketing plan	...skilled marketing resources to collaboratively develop a marketing plan that fits your business
• Getting the word out about your business and building your brand	...social media expertise so you can expand awareness of your brand
• Executing a lead generation campaign	...help to create the assets, acquire the leads, and close deals with your new prospects
• Identifying your best prospects	...analytics, propensity-to-buy insights, and marketing trends to help you identify your best prospects
• Continuing to learn marketing best practices	...marketing education and materials to take your marketing to the next level
• Showing your customers you’re backed by IBM	...IBM Innovation Centers where you can host your clients

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## Leverage IBM services for your marketing needs

### MSP Concierge Service

Our MSP Concierge Service offers a single point of contact to answer your questions related to the IBM MSP program. The concierge is accessible through the PartnerWorld website at [ibm.com/partnerworld/msp](http://ibm.com/partnerworld/msp) (right nav bar).

To learn more about marketing vendors, visit [Marketing Resources](#).

### Develop a marketing plan

IBM has strategic partnerships with marketing services vendors (MSVs) who, along with IBM, can work with you to build out a business and/or marketing plan.

- Lay the groundwork for marketing actions and objectives that tie back to your business goals.
- Articulate your value prop to end clients
- Make marketing investment decisions
- Further develop your brand in the marketplace.



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## Get the word out about your business and build your brand

### Brand-building training

IBM provides a step-by-step approach for using key social media tactics to help increase the reach and influence of your brand online. With the rapid expansion of social media, it is critical for MSPs to establish a social presence and leverage digital media to reach new prospects.

[Social media boot camp](#)

### Brand-building content

- Enhance the power of your company's web site with direct feeds of IBM product and marketing content from [ibm.com](#), using the IBM Web content syndication service. Content includes videos, white papers, case studies, webcasts, analysts' research and reports, and more.

[Web content syndication](#)

- Leverage the [IBM Customer Reference program](#) to promote your client's success stories and your role in supporting them.

### Promotion through IBM

Have your company name and solution added to IBM's repository of Business Partner Solutions so customers and other business partners can find you when searching for service providers.

[Global solutions directions](#)

*Did you know that 85% of IT decisions start with Google Search? IBM can help you build your brand presence on the web.*



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## Leverage IBM services to execute a marketing campaign

### Marketing campaign services...

Plan and execute demand generation with one of IBM's strategic marketing services vendors (MSVs). Their services span the entire marketing spectrum, including strategy and planning, data lists, execution/demand generation and lead nurturing.

To learn more, visit the [IBM Co-Marketing Center](#) (CMC).

### ... and materials

Access IBM campaign materials for business partners:

- IBM's [Midmarket Asset Gallery](#): Check out the available assets.
- [IBM Co-Marketing Center](#): Download BP assets.
- [Success Story in a Box](#): Create a podcast and copy featuring a customer success story to post on your web, email to new accounts, and use at virtual events.

### ... and funding

IBM Business Partners can apply for marketing funds to help defer the costs of campaign execution.

## Additional lead generation services available for a fee

Place whitepapers, webcasts, podcasts, etc. on e-publication websites to generate new opportunities.

(Average cost, \$6000 US)

Identify new sales opportunities by gaining appointments with high level execs and receive verbatim transcripts of the 1st call with prospects.  
(Cost varies)

Use fully integrated telemarketing support to ensure your sales reps will average 7 to 10 live conversations with named prospects on your list in one hour.

Let highly skilled telemarketing agents navigate voice mail, phone directories and gate-keepers, and "hot transfer" calls in milliseconds.  
(Costs start at \$1000 US)

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## Tap into IBM prospect models, research and education resources

### Propensity to buy models

Leverage IBM's Propensity to Buy (PTB) models to target prospects who have the highest propensity to invest in solutions and services across key market opportunity areas (for example, Business Analytics, Security). These models are available when using an approved Marketing Services Vendor (MSV) for your marketing execution.

### Market intelligence and research

Tap into [IBM Market Insights](#) for access to critical marketplace reports on strategic business topics including customer buying behaviors, industry trends, competitive positioning and leading edge technologies and solutions.

### Hoover's

Get a significant discount on [Hoover's](#) business intelligence and access more than 32 million companies to research leads and identify decision-makers.

### Online marketing classes

Access special marketing training to help improve your marketing capabilities, particularly in the area of social media and social selling.

### Local business and marketing workshops

Take advantage of IBM expert-led workshops in business strategy and building marketing plans.



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## Promote—and capitalize on—your relationship with IBM



**Managed Services**  
Infrastructure  
Platform  
Software

### IBM MSP Mark

Promote your IBM relationship and expertise with the IBM MSP Achievement Mark.

This managed services mark signifies that the MSP:

- Utilizes technology and software from IBM in delivering the services
- Meets the standards of operational customer service and support
- Has achieved skills and training using IBM technology

### Access IBM Global Centers of Excellence

IBM is launching new Global Centers of Excellence in Shanghai, Tokyo, Ehningen, Germany, and New York to provide MSPs with access to deep technical expertise from IBM. This allows you to develop innovative cloud services and solutions on the IBM open stack and address industry-specific client needs.

MSPs will also have access to 40 IBM Innovation Centers in 33 countries for joint client engagements, and will launch a virtual briefing center to provide an ongoing forum for MSPs to share ideas and knowledge around industry challenges clients face today.

This community will enable ongoing engagement of MSPs, as well as allowing IBM experts to share best practices.

*Access to Global Centers of Excellence enables MSPs to get hands-on technical expertise in building skills on technologies such as IBM SmartCloud, PureSystems, storage, security, and collaboration.*

### Client events package

IBM will host a meeting with you and one or more of your clients at one of our IBM Innovation Centers, [IBM Forum Centers](#), or [IBM Business Partner Innovation Centers](#).

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## Take advantage of IBM Global Financing and the IBM ecosystem

### Financing options

MSPs can acquire new technology solutions and services to support their growth with flexible, affordable payment plans for IBM systems, software and services, including 12-month, zero percent loans for IBM systems, storage and software.

A payment plan from **\*IBM Global Financing** (IGF) can provide MSPs with low monthly payment options while avoiding large, up-front cash payments, providing the ability to upgrade their systems mid-lease and improving IT asset management.

MSPs that select PureSystems platforms may defer their first payment for 90 days. MSPs also can access high quality IBM certified pre-owned systems and storage solutions when new is not an option.

*\*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 customers. Minimum transaction size \$5,000, rates are based on a customer's credit rating, financing terms, offering type, equipment type and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice.*

### Expanding the ecosystem

IBM's ecosystem— which includes independent software vendors, systems integrators, value-added resellers, and MSPs—are collaborating with IBM to take advantage of higher value capabilities from IBM, such as SmartCloud, PureSystems, and analytics to build industry-specific cloud services.



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## Stay alert for valuable incentives and promotions

### Incentives and promotions for Managed Service Providers

- [Bi-weekly spreadsheets](#) Speed sheets, updated every two weeks, provide an update by brand of the latest announcements and plays. Speed sheets are available for IBM Modular Systems, IBM Power Systems, IBM Midmarket, IBM System Storage, IBM Software Group, IBM Global Financing, IBM Global Services and Co-Marketing offers.
- [Client promotions](#) View IBM announcement letters describing promotions you can offer to your clients.
- [IBM Global Financing promotions](#) Throughout the year, IBM Global Financing announces special promotions you can offer to your clients, spurring business activity and improving natural slow spots in the seasonal buying cycle.
- [BladeCenter Foundation for Cloud incentive](#) IBM Business Partners can earn rebates for BladeCenter Foundation for Cloud solutions.
- [Smarter Commerce SaaS Business Partner incentive](#) IBM launched this offering to encourage accelerated cloud adoption by enabling Business Partners to deliver Smarter Commerce solutions. Business Partners can earn a fee of 15 percent on the annual contracted value.

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## Education and training enhance sales and technical opportunities

### Overview education and training opportunities for Managed Service Providers

• <a href="#">IBM product training</a>	Target the training you need from our comprehensive portfolio.
• <a href="#">IBM PartnerWorld University</a>	Enjoy no-charge, online self-study to build sales and technical skills.
• <a href="#">Get certified</a>	Show customers you have the skills to meet their needs.
• <a href="#">Discounts and reimbursements</a>	Offset the expense of building technical skills and getting certified.
• <a href="#">Sell or delivery IBM training</a>	Attach training to your sales to help clients get more from their investment.
• <a href="#">Attend IBM technical events</a>	Upgrade your skills, try new technology, network with experts and customers.
• <a href="#">Know Your IBM (KYI)</a>	Learn more and earn rewards at your own pace with short online courses.



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## Technical training opportunities add to your repertoire

### Target comprehensive opportunities for technical education and support

• <a href="#">Virtual Loaner Program</a>	There is no charge for remote access to IBM hardware.
• <a href="#">IBM PartnerWorld University</a>	Build skills quickly with more than 1,000 web lectures covering a full range of IBM products and services.
• <a href="#">Training</a>	Target the sales and technical training and certification you need to reach your education goals.
• <a href="#">Virtual Appliance Factory</a>	The factory is a self-enablement toolkit providing automated tools to help independent software vendors (ISVs).
• <a href="#">IBM Innovation Centers</a>	IBM Innovation Centers are designed to assist our business partners with porting and testing their solutions and services.
• <a href="#">IBM technical validations</a>	Receive development and integration assistance during the validation process.



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## Comprehensive sales plays and sales kits offer significant value

IBM develops comprehensive sales plays and sales kits that provide detailed information on offerings, products and services, including overviews, engagement processes, contacts, and more. Find it here.

### Managed IT

- Storwize V7000 Unified sales kit
- Tivoli Storage Productivity sales kit
- Tivoli Storage Manager FastBack sales kit
- Tivoli Storage Manager Unified Back up Recovery
- IBM PureFlex System sales kit
- Cognos Express - Essential BI and Planning for Midsize Companies sales kit
- Collaboration for Midmarket sales kit
- CRM Midmarket asset library

### Hosted

- SmartCloud Provisioning and Monitoring sales kit
- Tivoli Usage Account Manager
- SmartCloud Storage Management
- Cloud Computing asset library
- BladeCenter Foundation for Cloud
- IBM PureFlex System sales kit
- Storwize V7000 sales kit

### Cloud

- SmartCloud Provisioning and Monitoring sales kit
- SmartCloud Enterprise +
- SmartCloud Enterprise
- WebSphere Cast Iron Partner Connect and sales kit
- Tivoli Usage Account Manager
- Cloud Computing asset library
- IBM PureFlex System sales kit
- Storwize V7000 sales kit



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## Attend webcasts and events to learn from the experts

### Webcasts and events for Managed Service Providers

- [RCP Webcast: How MSPs Can Step Up to the Data Growth Challenge](#) Speakers: Frontsafe and Steve Kenniston (IBM)
- [Webcast: MSP Announcement: Launching New Partnerships](#) Speakers: UBL Informations Systeme (Germany), Perimeter E-Security, Velocity Technology Solutions, Infor and Andy Monshaw/Michael McClurg (IBM)
- [RCP Webcast: How to Grow Your Managed Services Business: IBM's Approach with Partners](#) Speakers: Flagship and Judy Smolski (IBM)
- [MSP Mentor Webcast: Transformation and Profitability in the Cloud for Your Managed Services Business](#) Speakers: Azaleos and Ed Bottini (IBM)
- [CRN Webcast: Effectively Managing the Complexity of Today's Mobile Environment](#) Speakers: Logic Solutions Group and Alonzo Murray (IBM)
- [CRN Webcast: The Licensing Alternative to Software Development](#) Speakers: Mitchell & McCormick, Gruve Technologies, Bob Getchell (IBM)
- [MSP Mentor Webcast: MSPs Partnering with IBM: A Midmarket Growth Strategy](#) Speakers: Judy Smolski (IBM) and Michael McClurg (IBM)
- [Webcast: IBM PureSystems Offerings for Managed Services Providers](#) Speaker: Tim Alpers (IBM) and Ron Kline (IBM)
- [MSP News Webcast: Solve Challenges to Your Growth and Profitability: Case studies in mobile security and endpoint management](#) Speakers: Centerbeam, Fiberlink, and George Billman (IBM)

Upcoming [Midmarket Channel events](#)

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## Business Partner communities: connect, collaborate, innovate

IBM PartnerWorld communities provide social networking and collaboration capabilities designed to help develop innovative solutions, reach new markets and broaden business opportunities.

### Community features connect you with the right resources

• <a href="#">Home page</a>	Customize your own dashboard view of community activity
• <a href="#">MSP LinkedIn</a>	Converse with experts on topical issues, perhaps leading to new business.
• <a href="#">Social bookmarks</a>	Save, share, and watch bookmarks by expert or topic
• <a href="#">Profiles</a>	Find the people you need and manage your contacts
• <a href="#">Blogs</a>	Learn and share the latest with thought leaders
• <a href="#">Activities</a>	Collaborate on projects and next steps
• <a href="#">IBM Business Partner Locator</a>	Find an IBM Business Partner globally—or across the street. Take a test drive today.

### Be social...



#### Social savvy

- [Social Media Marketing Boot Camp](#) Grow your business through increased awareness, loyalty
- [Midmarket social networking](#) Use social networking to expand your business opportunities
- [Getting started with social media](#) Get started. Make the following social media work for you.

#### Social sites

[IBM PartnerWorld on LinkedIn](#)

[IBM MSP Twitter](#)

[IBM Partners on Twitter](#)

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## Learn more about the MSP program and what it offers you

### Helpful resources

IBM has prepared comprehensive resources and assets designed to help you understand the benefits of becoming an MSP as well as make the process easier.

Visit the following links to see general overviews:

- [IBM PartnerWorld](#)
- [Joining PartnerWorld](#)
- [MSP PartnerWorld](#)
- [PartnerWorld Guide](#)
- [PartnerWorld brochure](#)
- [IBM Launch Pad brochure](#)
- [MSP flyer](#)
- [MSP Resource Center](#)

Additional general support resources include:

### Campaign materials

- [Midmarket execution blueprints](#)
- [Create campaigns](#)
- [Influencer marketing funding](#)
- [Midmarket Asset Gallery](#)

### Lead generation resources

- [Business Partner Innovation Centers \(BPIC\)](#)
- [Client events package](#)
- [IBM Forum Centers](#)

### Client references

- [IBM Customer Reference Database](#)

### Market Intelligence

- [IBM competitive intelligence \(COMP\)](#)
- [IBM Market Insights](#)
- [Server and Storage competitive support](#)

### Market trends

- [Forward View](#)
- [Idea Watch](#)
- [Industry solutions](#)
- [Infrastructure solutions](#)



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## Get started on the path to becoming an MSP

### The path to MSP

- ✓ Register in PartnerWorld
- ✓ Update your profile to an MSP
- ✓ Identify the right offerings for you
- ✓ Build your business and marketing plan
- ✓ Build your technical and sales skills

[ibm.com/partnerworld/msp](http://ibm.com/partnerworld/msp)

### Step 1: Register for an IBM ID

IBM ID is a single ID and password you can use across the ibm.com domain.

If you already have an IBM ID, advance to step 2.

[Register for an IBM ID](#)



### Step 2: Register your company

If your company is already registered in PartnerWorld, advance to step 3. If not sure, choose from the help resources listed in the "We're here to help" box to contact your PartnerWorld team.

[Submit a PartnerWorld program application for your company](#)

Applications must be completed by an individual authorized to sign agreements on behalf of the legal company. The individual registering the company will also register themselves during this step. Once you've applied for membership as a new company, allow two business days for e-mail notification of approval.

[Apply to sell IBM products and services \(optional\)](#)

PartnerWorld membership allows you to access the information and support you need to work with IBM products and services. However, you must submit an additional application for your company to become authorized to sell or resell selected IBM hardware, software, services, training, and financing. Allow 7-10 business days for approval of the Reseller application.

### Step 3: Add employees to your company's membership

If your company is already registered in PartnerWorld, you can add yourself to your company's membership profile.

[Submit a profile application to add yourself to your company's membership](#)

**You must know your company's unique token first.** The 16 alphanumeric character token can be obtained from your company's Authorized Profile Administrator (APA). The APA is the person **within your company** who is responsible for administering your company's relationship with IBM.

Not sure who your APA is? Choose from the help resources listed in the "We're here to help" box to contact your PartnerWorld team.

After your APA approves your association with your company, you will receive a welcome e-mail from PartnerWorld.

[Contactmtbp@us.ibm.com](mailto:Contactmtbp@us.ibm.com)

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## Update your profiles and identify offerings, plans and skills

### Update your profile to an MSP

An up-to-date PPS (PartnerWorld Profiling System) profile is key to maintaining your access to PartnerWorld resources.

Qualification for entitlement is based on the characteristics of your company's relationship with IBM such as contracts, country, PartnerWorld membership level, certifications, skills and solutions.

[Learn about the benefits of keeping your profile updated](#)

### Update your personal profile

If you are a Business Partner employee, you can update your information including skills, address, phone, interest areas, etc.

[Update your personal employee profile](#)

### Update your company profile

Only the Primary Relationship Contact (PRC) or Authorized Profile Administrators (APAs) can update company information. They can also add or update employee information.

[Update your company profile](#)

As an Authorized Profile Administrator (APA), you may give users access to additional applications that require individual enablement.

**PartnerCommerce** is an example of such an application. Please note that your company might not have any applications in this category.

[Update employee access to specific applications](#)

[View a step by step tutorial on common profile tasks performed by APAs and PRCs.](#)

### Identify the offerings right for you

When you need information on IBM hardware, software and services offerings, start your search with the information in the following sections:

#### Build your business and marketing plans

Learn more about MSP [marketing opportunities](#).

#### Build your technical and sales skills

Target education for [technical and sales skills](#).

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## Secure your IBM Managed Services Provider mark



**Managed Services**  
Infrastructure  
Platform  
Software

*As an MSP, you have exclusive access to the IBM Business Partner marks, which visually represent your relationship with the IBM company and the strength of the IBM information technology brand.*

### Criteria to secure MSP mark

To obtain the IBM MSP Mark, you will need:

- A signed IBM Business Partner Agreement (BPA) with a managed service attachment or Advanced level in PartnerWorld
- Select *Managed Service Provider* in your PartnerWorld profile
- A verified Business Partner solution
- A verified client reference

### Steps to secure mark

- Obtain a signed BPA with a managed service attachment or Advanced level in PartnerWorld
- Update your PartnerWorld profile to reflect *Managed Service Provider* status
- Create a Global Solutions Directory (GSD) entry
- Submit a client reference
- Submit your nomination for the MSP initiative

See details on following pages.

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## Step-by-step instructions for securing the IBM MSP mark

### 1

Obtain a signed IBM Business Partner Agreement (BPA) with a managed service attachment or Advanced level in PartnerWorld.

Begin here:

General Business Partner agreements:

- [Business Partner Agreement and attachments](#)
- [Business Partner Emblem Usage agreement](#)
- [Business Partner library](#)
- [PartnerWorld Agreement](#)
- [Value Package Attachment](#)

See also:

- [IBM Business Partner Client Reference submission](#)

### 2

Update your PartnerWorld profile to reflect Managed Service Provider status.

Begin here:

- Log on to [www.ibm.com/partnerworld](http://www.ibm.com/partnerworld); sign in with IBM ID / Password.
- On the right navigation bar, click *update your profile*.
- Click on *update your company's profile* (middle of page).
- Under *Select your Profile* (middle of page), click your company name next to Worldwide Enterprise.
- Click on your Country Enterprise ID.
- Scroll down and locate the Option for *General Information*.
- Find *Business Models* (middle of page) and from the dropdown menu, select the *MSP or Managed Service Provider* option.
- Click *Save*.
- You will receive a confirmation number, indicating the information has been saved. Please wait approximately two business days for the information to replicate in the system.

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## Step 3 is the Global Solutions Directory entry

### 3

#### Create a Global Solutions Directory (GSD) entry.

Begin here:

Go to [ibm.com/partnerworld/gsd](http://ibm.com/partnerworld/gsd) to create your GSD entry.

Your GSD entry must be specific to your infrastructure or managed service. The solution description should:

- Match what you call your solution on your website
- Include all the IBM technologies utilized in your infrastructure or managed service
- Be as specific and robust as possible
- Expand beyond your solution's generic description, highlighting the IBM partnership
- Select *services* solution as shown in Figure 1.

Consider this a marketing tool and make the entry as comprehensive as possible. It is searched both by IBMers and external clients who are looking for solutions and services.

Please attach to your GSD entry any marketing collateral you have that highlights the IBM components of your solution. This step in the verified business solution process can be accomplished here.

**Next:** Select the company you would like to work with (if you are associated with multiple companies).

**And finally:** Scroll down the page to *submit a solution for verification and/or a client reference*. You can submit both a Verified Business Partner Solution and a client reference at the same time. Or you can just select one of the options. In either case, ensure that you've selected the *hosted* option.

Please select one of the categories that best describes your solution \*

- Software and related services
- Hardware and related services
- Microelectronics technology and related services
- Services offered in support of IBM products (including resellers, consultants, and integrators)

Warning: If you change the category, any platform configurations you created will be lost.

Figure 1.

## Getting started



Register in PartnerWorld ■ Update your profiles ■ Identify offerings, plans, skills ■ **Secure the MSP mark** > 1 2 3 4

## Steps 4 and 5 wrap it up

### 4

#### Submit a client reference.

Please note: The client reference can be submitted with the Solution Verification or separately. Please complete the form. Your client will be contacted to verify the information.

### 5

#### Submit your nomination for the MSP initiative.

- From the GSD page, select [ibm.com/partnerworld/gsd](http://ibm.com/partnerworld/gsd)  
*Nominate your solution.*
- Select your relevant MSP GSD entry
- Select the Managed Service Provider initiative
- Complete the few remaining questions and submit.



#### Managed Services

Infrastructure  
Platform  
Software

Send questions to  
[gsdmail@us.ibm.com](mailto:gsdmail@us.ibm.com)

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