

IBM Software Value Plus

Increasing the value you receive from skilled IBM Business Partners

January 2010

Dear IBM Client:

I am writing to ensure you are aware of the new IBM Business Partner requirements that take effect January 25, 2010 as they will impact the way you purchase some IBM software through IBM Business Partners.

As I mentioned in my November letter, after a year of careful planning and preparation with our Business Partners, IBM Software Group is implementing a new model that organizes its software portfolio into two categories.

- **Open products** can be acquired through all IBM Business Partners.
- **Authorized products** can only be acquired through IBM Business Partners who have been authorized by IBM to resell them. Authorized IBM Business Partners have demonstrated advanced skills through certifications and approved solutions.

These changes will apply to both new license sales, as well as to your annual subscription and support renewals.

As a result of this new model, when acquiring Authorized products you should experience a faster time to market with the right solution, reduced risk in solution deployment and an increased return on investment over time.

To help you quickly identify authorized Business Partners, you will be able to access the [Software Value Plus Business Partner Finder tool](#). You can select an IBM Software brand, then refine your search by product or country. Results are presented by software brand, product, country, city and Business Partner, including a link to the Business Partner web page.

If you have any questions, please contact your IBM Business Partner or your IBM Sales Representative. You can also send an email to ibmswbp@us.ibm.com.

Continued Success,

Sandy Carter

Vice President, IBM Software Group Channels