



Delivering Value in a New Decade Frequently Asked Questions for Clients



Software Value Plus

Why is this announcement relevant to me?

IBM is making a change that will impact your business and the way you purchase some IBM Software through IBM Business Partners. This change is designed to increase the value you receive when engaging an IBM Software Business Partner.

During 2009, IBM introduced IBM Software Value Plus, the implementation of our skill-focused strategy, through a new value model that covers the entire IBM Software Group portfolio. Today, IBM Software Group has organized its software portfolio of offerings into two categories, Open and Authorized.

- Open Portfolio products can be acquired through all IBM Business Partners. Products in the Open Portfolio have broad market appeal, rapid time-to-value, and a high degree of usability. Open products are primarily designed for mid-sized businesses.
- Authorized Portfolio products can only be acquired through Business Partners approved by IBM to resell. Authorized Business Partners have demonstrated advanced skills through certifications or approved solutions.

How can I find out which model a particular product is in?

Your IBM Business Partner can access a Distribution Software Pricebook on Partnerworld. For direct questions, please send an e-mail to IBMSWBP@us.ibm.com.

Why is IBM Software Group making this change?

We know you want to work with experts who understand your business and can help you achieve your objectives. In order to ensure you receive the best service and support from our Business Partners, we are requiring our partners to invest in skills and solutions.

How will a customer know if their Business Partner can sell Authorized products?

Ask your IBM Business Partner if they have been approved for specific products within the Reseller Authorization groups. You may also use the Software Value Plus Business Partner Finder tool available at www.ibm.com/software/info/abpfinder/.

What do I do if my Business Partner is not authorized for an offering that I need?

We encourage you to talk to your Business Partners and get them to apply for authorization. You can also use the Software Value Plus Business Partner Finder Tool to locate a partner in your region to help you acquire the offering.

As a result of this change for Business Partners, will the cost of Software products increase?

No, this program does not impact our current pricing list.

Will customers be required to buy from a single Business Partner?

No.

Where can a customer find more information?

To learn more about Software Value Plus, visit <http://www.ibm.com/software/info/itsolutions/softwarevalueplus/index.html>. Ask your Business Partner, your IBM sales representative, or send an email to: IBMSWBP@us.ibm.com.