



IBM Software Group

IBM Business Partner Technical Sales

Enablement and Support Programs:

A Survivor's Guide to Key IBM Technical Resources



Sonia Batanero

SMB & Channel Technical Sales Manager

SPGIT IMT (Spain, Portugal, Greece, Turkey and Israel)

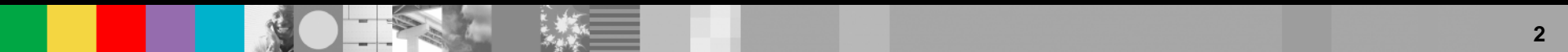
sbatanero@es.ibm.com



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Agenda

- *A Survivor's Guide to Key IBM Technical Resources*
 - ▶ *Provide description of key Business Partner technical sales and enablement resources and WHEN and HOW to use them*
 - ▶ *Pre-Sales and Post-Sales Support Business Partner Enhancements*



IBM provides support across all phases of BP technical support requirements—
here are some key resources



Delivered by PartnerWorld and/or SWG

Self Service

One Click Demo

Innovation Centers

Software Support

mysupport.com

Electronic Service Request (ESR)

Web delivered Assisted Service

Solutions Builders Express

DeveloperWorks

Virtual Innovation Center

Customized Service

Technical Q&A

Techline

Technical Q&A

IBM Innovation Centers

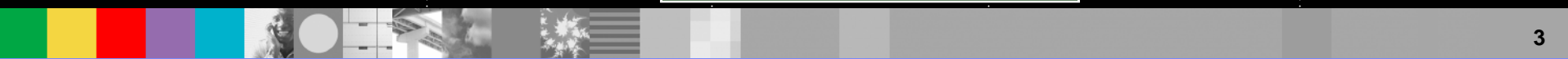
Support Handbook

Technical Exploration Centers

BP Pilot Support

BP Innovation Centers

SWG Channel Tech Sales



One Click Software for Demos

One Click

- One Click is an easily downloadable productivity tool, to create an integrated environment with the in-demand IBM software products.
- One Click provides access to simplified product installations to support customer demonstrations without in-depth technical expertise.
- One Click facilitates for enablement, presales demonstration or customized simple proofs of concept activities, to help drive software revenue.
- Member, Advanced or Premier reseller, consultant and integrators who have purchased the PartnerWorld Value Package can access One Click from PartnerWorld website from

▶ https://www.developer.ibm.com/partnerworld/mem/pat/pat_sw_software.html



Innovation Centers: Three interlocking support structures For Business Partners

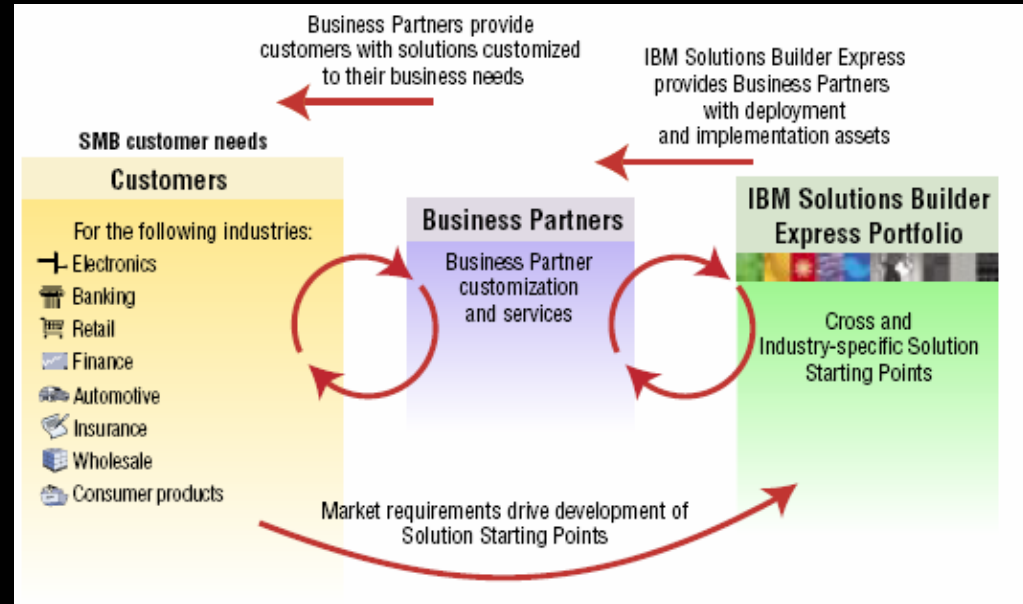


www.ibm.com/partnerworld/innovationcenters



IBM Solutions Builder Express Portfolio helps Business Partners improve profitability in the SMB market

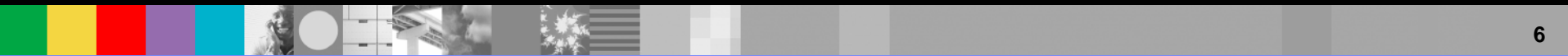
- Technical tools and implementation assets to customize and deploy industry-specific and cross-industry solutions for small and midsize customers.
- Designed so Business Partners can up-sell their own value-added products and services—helping increase return on investment win repeat Business
- Solution Starting Points are the core technical assets onto which Business Partners can add customization and services.
- Designed and tested jointly with Business Partners, Solution Starting Points are available across six solution areas:



Access via Virtual Innovation Center

- Starting points are also designed with a focus on industries:
 - Automotive
 - Banking
 - Electronics
 - Finance
 - Insurance
 - Retail
 - Wholesale
 - Consumer Products

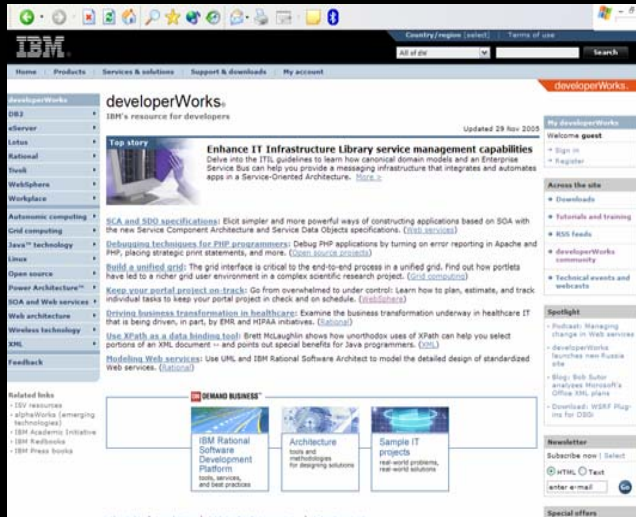
- Business integration
- Business intelligence
- Content management
- E-commerce
- Infrastructure
- Portal/workplace



DeveloperWorks: IBM technical resources for developers

Developer Communities for:

- IBM Products
- Open standards
- Open source
- alphaWorks
- IBM emerging technologies
- On Demand Software Development
- Localized Sites: China, Japan, Taiwan, Korea, Russia



- IBM TECHNICAL RESOURCE FOR DEVELOPERS
- offers a range of tools, code, and education to help you take full advantage of the IBM Software Development Platform in an on demand world.

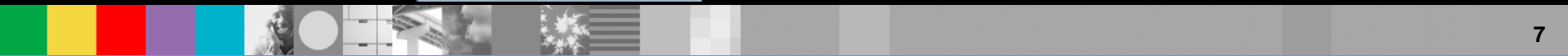
- Autonomic computing ▶
- Grid computing ▶
- Java™ technology ▶
- Linux ▶
- Open source projects ▶
- Power Architecture™ ▶
- SOA and Web services ▶
- Web architecture ▶
- Wireless technology ▶
- XML ▶

→ www.ibm.com/developerworks

- DB2 ▶
- eServer ▶
- Lotus ▶
- Rational ▶
- Tivoli ▶
- WebSphere ▶

Open Standards Communities and Info

Product Communities and Info



Virtual Innovation Center: Skills, Application and Services Enablement and Support

→ [VIC Web Site](#)

- 6,500 BP firms / 12,000+ individuals
- 40+ offerings / 330+ courses
- BPs – 30,000+ education hrs in 2005
- Migration/Port/Development – 1200+ YTD

Online Education with eMentoring

- Technical Education
- Sales Education

Personalized Support

- ✓ Express / non-Express product support
- ✓ Online Support available 24/7
- ✓ Chat Support available 24/5
- ✓ Topical Forums / Discussion Groups
- ✓ FAQ's, How Do I's
- ✓ White Papers
- ✓ Tips, Tricks and Traps
- ✓ Pre sales and non-defect post sales support

Access to porting/migration assistance and advanced enablement resources

* PartnerWorld sign-in required to access VIC website

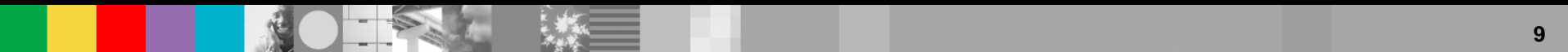
Techline Mission

To improve IBM and Partner Sales productivity by providing readily accessible Pre-sales Technical Support which

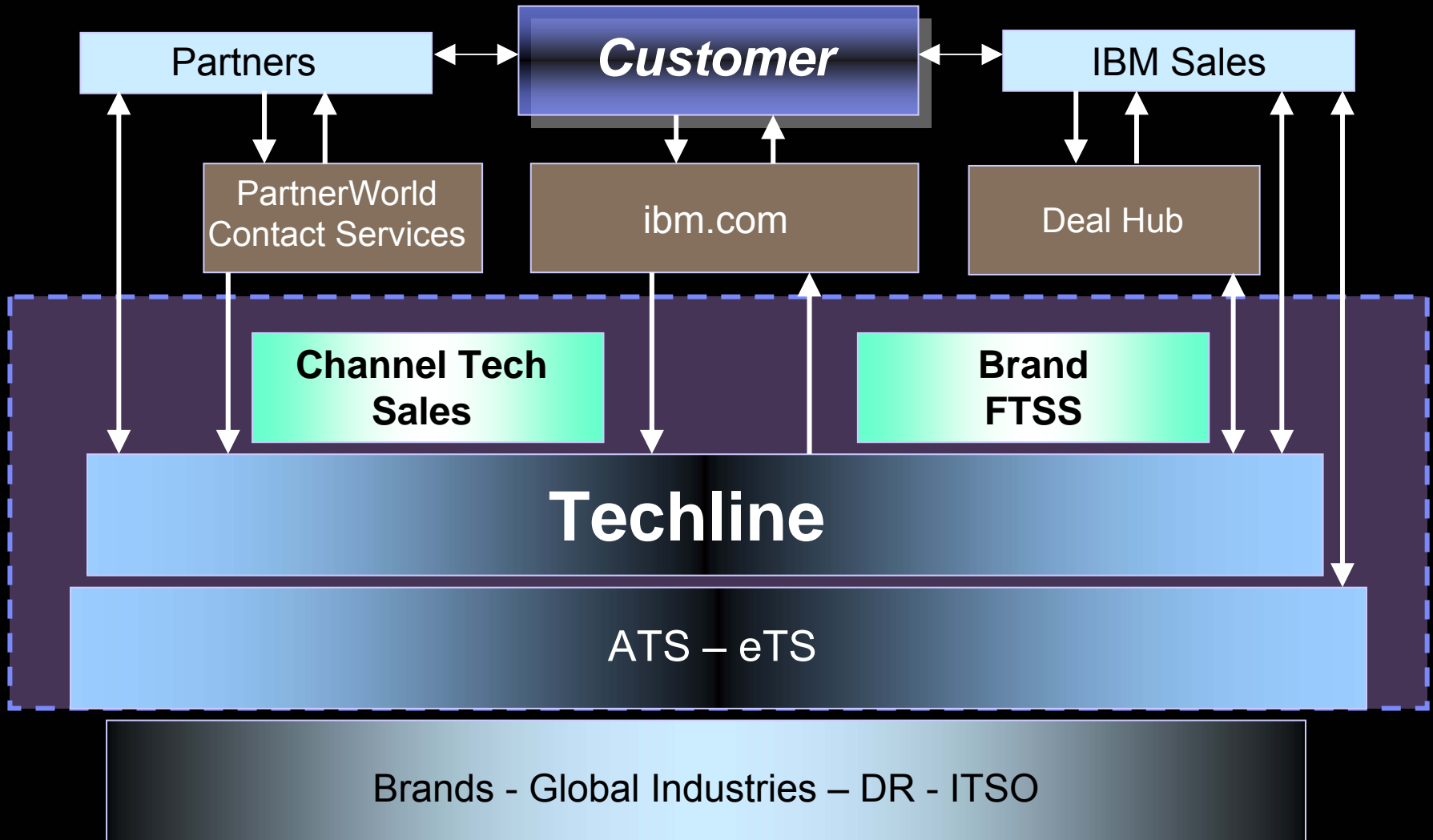
- **contributes to Systems, Software & Solution Revenue attainment**
- **increases Customer Face Time of IBM and Partner sales teams**
- **improves Customer and Partner Satisfaction to exceed our competitors**

through a consistent Global Model which efficiently links & leverages resources and skills around the world.

..... Making it easy for you to sell solutions



Techline Within the Tech Sales Support Structure

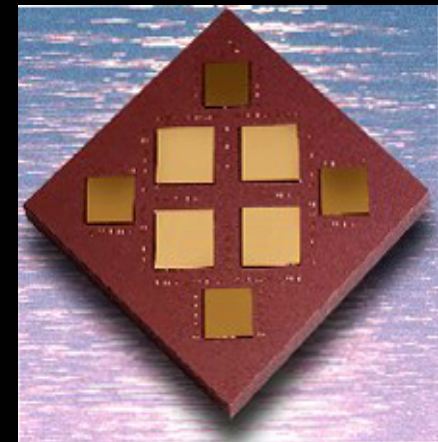


Techline Services

- Infrastructure Solution Design (remote from customer)
- Product information
 - features and positioning
 - interoperability and compatibility
 - versions, releases, pre- and co-requisites
 - technical marketing bullets
 - licensing terms
- Proposal Support: RFI and RFP paragraphs
- Remote Presentations and Demonstrations
- Three way customer calls with ibm.com Telesales
- Solution Sizing
 - Websphere, DB2 Information Management, Lotus
 - SAP, PeopleSoft/JDE, SSA/Baan, Oracle eBS
- H/W and S/W Configuration support
 - 1st level for IBMers
 - 2nd level for Partners including initial training
- Solution assurance information
- Competitive Information

Done by Others

- On Site Pre Sales Support
- Defect Support
- “How To” information



Products Supported

- eServer and OS
 - zSeries, S/390, z/OS, MVS, VM, VSE
 - iSeries, AS/400, OS/400
 - pSeries, RS6000, AIX inc OpenPower
 - xSeries, Blades and IntelliStations
- Storage Systems
- Printing Systems
- Software Group Portfolio
 - WebSphere
 - Information Management
 - Tivoli
 - Lotus
 - Rational (Routing)
 - Software on zSeries Platform
- Lenovo Desktops and Laptops
- Cross-Brand solutions
- Linux on all platforms

Done by Others

- Retail Store Systems
- Networking
- PLM

- xSeries Low End
- Storage studies

- WS - Pervasive Computing
- WS - Pacbase
- IM - Ascential
- IM - Informix
- Tivoli - Omegamon

- Rational



Electronic access for IBM Business Partners

- Electronic access via PartnerWorld
 - BPs submit the request electronically and receive the answer by email or call back
 - www.ibm.com/partnerworld/
 - “**sign in**” : Enter IBM ID and password
 - select “**Technical shortcuts**”
 - click on “**Techline**”
 - or directly
 - <http://www.ibm.com/partnerworld/techline> and “**sign in**”

In case of problems with PW web : BP to contact PWCS agents



Developer Q&A Technical Support

- Provides developer technical support for IBM offerings during development of Business Partner solution
- Description
 - Q&A via e-mail access through PartnerWorld
 - IBM middleware and Operating System specific support
- All PartnerWorld member levels gain access through one of three ways:
 1. IBM ValuePack Subscription: \$2000/year for unlimited e-mail support for IBM middleware offerings
 2. IBM Value Option Subscription:
 - eServer and middleware technical support(\$1200 - \$3600 per year)
 - IBM Software Access Option (\$795/year)
 3. IBM Software Group entitlement
- [→ IBM Value Package/Value Options](#)

IBM Innovation Centers: Port, Test & Validate Applications



36 Regional IBM Innovation Centers WW

- Latest hardware & software
- Secure porting labs
- In-center and remote access

Cross-Product Expertise Across Porting, Testing, and Validation

- Product Technical Consultants
- Cross Platform Porting to IBM Software & Servers platforms
- Competitive Software Porting
- Performance & Scalability Testing
- Validation Integration Testing

Pre Sales Technical Support

- Sales Assist Configuration
- Customer Briefings
- Customer Workload Benchmarking

Customized Business Partner Support

- Hands-on workshops
- Technical Seminars
- Access to local and remote hardware and software resources

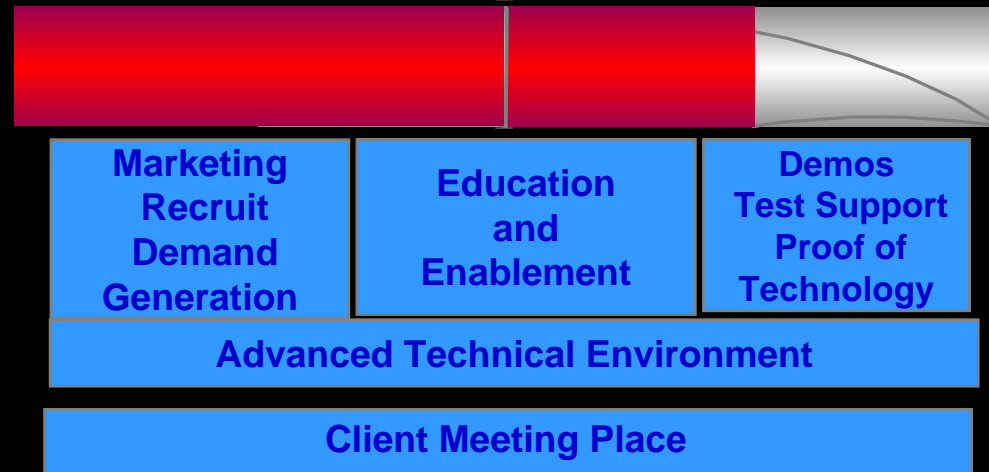
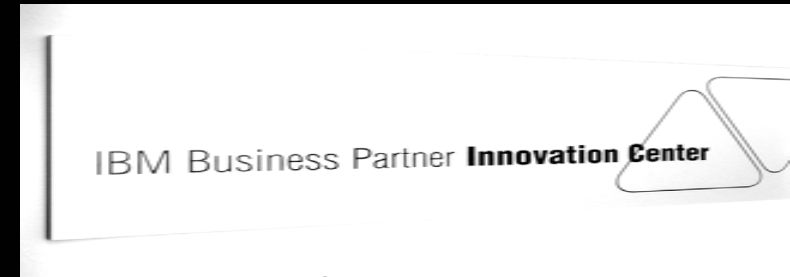


Business Partner Innovation Centers Overview



BPICs: Driving innovation in collaboration & teaming:

- Business Partner owned centers of competence with Sales & Technical expertise in IBM hardware and software brands.
- Strong local event engines for education, enablement, and demand generation
- Expanded skills and expertise across hardware & software products, and On Demand Business solutions
- Accelerates the sales & deployment cycle by demonstrating potential of IBM SW and HW-based solutions with BP services/skills
- Two main implementations:
 - Hardware oriented
 - Software oriented



87 BPICs WW: (30 VAD-BPICs, 57 SI & SP-BPICs YTD)

→ ibm.com/partnerworld/bpic



Channels Technical Sales Support

- *Roles and Missions*

- ▶ *Channels Technical Sales teams are a pool of IT Specialists and SWITAs who carry the mission of growing SWG Business Partners' technical autonomy. This Skills Transfer is achieved through Opportunity Support and Technical Mentoring for VADs, ISVs, Solution Providers and Systems Integrators*

- *Coverage Model*

- ▶ *This team of dedicated resources at IMT level has the mission to support Partners of all countries in this IMT.*

- *Engagement Model*

- ▶ *Channels Technical Sales teams are engaged by the Sales Representative of the Partner*
- ▶ *Escalation path to other resources is available through local Technical Sales management*



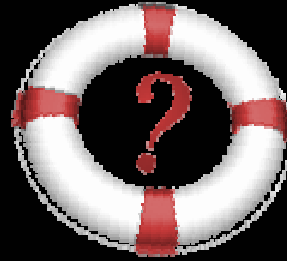
Technical Exploration Center TEC

- Technical Exploration Center in Israel:
 - ▶ Mobile TEC
 - 10 Laptops, 2 Hard Drives, 1 DVD Writer and 1 Projector
 - One xServer (for next Q)
- A Place for enablement.
- Those resources could be used for
 - ▶ enabling your customers
 - ▶ making some marketing announcement, etc
- One principal TEC in Madrid (Local TEC) with a complete hardware and software environment



“My Support”

<https://www.ibm.com/support/mysupport/us/en/>



- A **subscription service** available to anyone with interest in IBM products
- **Customized to you**
 - Products you are interested in
 - Information you want to have at your fingertips
- **Weekly e-mail notification options**
 - **Flashes**
 - ✓ Important information
 - ✓ Problems and how to avoid them
 - ✓ New information available and where to find it
 - ✓ Best Practices
 - Links to the latest software downloads for interim fixes or fix packs
 - View events (WebSphere, Data Management, Lotus)
- For a site tour of My Support visit:

http://www.ibm.com/software/support/viewlet/My_Support_viewlet_swf.html



Electronic Service Request (ESR)

Overview



- Electronic Service Request (ESR) is IBM's electronic problem submission tool for SW customers with an active support contract. A Problem Management Record (PMR) is created from the ESR.
 - ▶ ESR users can:
 - Monitor/update and attach files to all open PMRs relative to a given IBM customer number regardless of whether the PMRs were opened by phone or by the ESR tool.
 - Receive notification via email when an update has been made to the PMR.
 - View closed PMRs
 - Manage ESR Customer/BP relationships
 - Access ESR via the SW Support home page, select the Submit/track problems tab: <http://www.ibm.com/software/support>

IBM Software Support Handbook

View it on line or download the PDF File

<http://techsupport.services.ibm.com/guides/handbook.html>



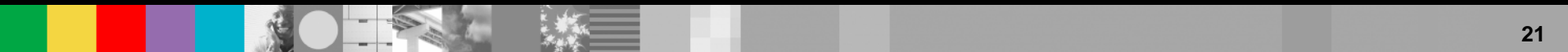
- Provides detailed information about all IBM software support
- Severity level definitions
- Support delivery processes
- What to do prior to calling
- How to invoke software support
- How to escalate a problem record
- How to purchase software maintenance
- STC's role and process to setup authorized online users
- Worldwide list of support center phone numbers



OEM Business Partner Technical Support Handbook

- Targets specific needs to the OEM BP community

<http://www.ibm.com/software/support/>



BP Pilot Overview

- Business Partners have requested priority access to advanced SWG usage & defect Technical Support teams when utilizing IBM Support on behalf of their customers.
 - IBM wants to recognize Partners who have invested in building Problem Determination skills by using this process to deliver faster Support resolution.
- To participate, a BP will use a product support "FastStart" template to capture the initial problem information and include this with an Electronic Service Request (ESR). Priority access to SW advanced technical support skill is based on completeness of the submitted template(s).
- Gain feedback on improving the process.
 - *if BP feedback is positive, the Pilot will be expanded to a standard BP Support entry process.*

Get started today!

- ▶ Logon to the IBM PartnerWorld Software Support Pilot site:

https://www.developer.ibm.com/partnerworld/mem/support/trs_install_esr.html





THANK YOU

