



IBM Software Group

Software Value Incentive (SVI)

Increase your profit





וגם



כן מציעים לכם

- **התכנית לשותפים הטובה ביותר בתעשיית התוכנה**
 - **וגם מוכחת בישראל - יושבים כאן שותפים שכבר הרוויחו**
- הרבה מ SVI**

IDC מציינת את תכנית השותפים של יבמ כמספר 1 (שנה שנייה ברציפות)

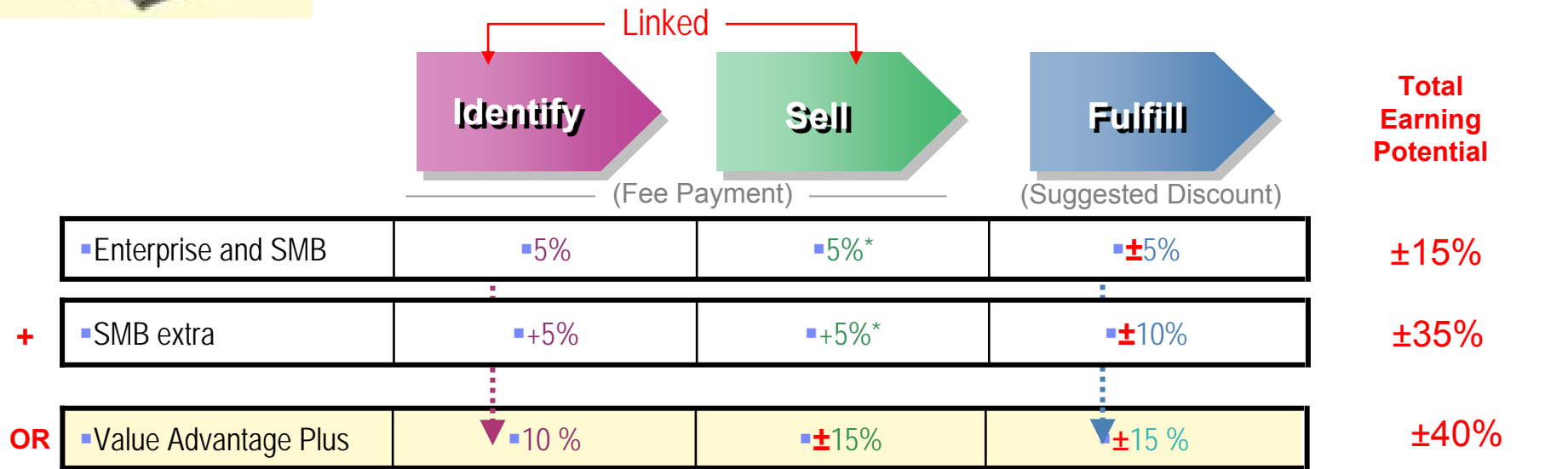
“Across partner marketing, sales, and technical resources, **IBM received the highest score overall**, followed by Microsoft, SAP, Oracle, and HP...”
IDC, Nov. 2006

- The Right Architecture for Today & tomorrow
- A Strong, Expanding Market Position
- Leadership in Industry Solutions & GTM
- IBM Does Not Compete in the Application Marketplace





הגדלת הרווחיות שלכם (בהתאם לערך)



(Assuming partner identifies, sells & fulfills)

- תשלום עבור זיהוי ההזדמנות "Identify" תלוי בביצוע תהליך ה"Sell" (כלומר לא יבוצע תשלום עבור זיהוי בלבד)
- תשלום עבור זיהוי ההזדמנות "Identify" ו"Sell" לא תלוי ב"Fulfill" של ההזמנה
- VAP נשאר אלטרנטיבה לתשלום עבור שלב ה"Sell"
- תשלום SVI Fee מבוצע רבעוני (לאחר רכישת התוכנה ע"י הלקוח הסופי)
- מרווח על בסיס הסכם עם המפיץ = **±** NB:



תשלומי SVI

- לצורך קבלת תשלום SVI, השותף חייב להיות הראשון שרשם את ההזדמנות ולקבל אישור מיבמ בעבור ההזדמנות החדשה
- שותף עסקי יכול לקבל אישור עבור שלב ה"Sell" בלבד
 - ▶ אם למשל ההזדמנות זוהתה לראשונה ע"י יבמ, ונדרש סיוע של השותף העסקי לסגירת העסקה
 - ▶ או אם ההזדמנות זוהתה ע"י שותף עסקי אחר, אבל כוללת brand אחר/נוסף מאשר מצויין בהזדמנות המקורית
- לאחר הזכייה בעסקה, השותף העסקי חייב לספק דוקומנטציה תומכת להצגת השפעתו הישירה על תהליך קבלת החלטת הרכש של הלקוח
- הזדמנויות מאושרות יחשבו רלוונטיות/כשירות למשך 270 יום
- ▶ אם ההזדמנות לא נסגרה והוגשה בקשה לתשלום לפני תאריך התפוגה, היא הופכת ללא קבילה לתשלום SVI
- תשלומי SVI משולמים רבעונית ישירות ע"י יבמ לשותף העסקי



למיקסום הרווחיות מומלץ SVI ו- VAP

- **SVI fees** עבור "Identify" ו- "Sell" משולמים ישירות ע"י יבמ לשותף העסקי

- **rebate** (Value Advantage Plus) VAP משולם דרך המפיץ

- אם הפתרון מכיל מוצרים אשר אינם קבילים ל VAP rebate , אזי מוצרים אלה יכולים להיות קבילים עבור SVI .

מה נדרש משותף עסקי להשתתפות בתכנית SVI

- 
- ✓ Be a member of IBM PartnerWorld (member level or above)
 - Sign in to PartnerWorld, update profile, go to Country Enterprise profile, go to Software Value Incentive.
 - ✓ Have a minimum of **3 current software certifications** OR **Technical Sales Mastery Tests** passed (In SVI ONLY, these tests count the same as a technical certification)
 - At least 2 technical **brand** certifications
 - ✓ Read and accept the SVI T&Cs + Submit the SVI enrollment form
 - Reselling BPs have to select a preferred Distributor
 - ✓ Select a preferred distributor





SVI והסמכות (Certifications)

לצורך התחלת רישום הזדמנויות

▶ נדרשות 3 (או יותר) הסמכות נוכחיות,
אשר 2 מהן חייבות להיות הסמכות טכניות

על מנת שההזדמנות תהיה קבילה ל SVI

▶ נדרשת לפחות הסמכה טכנית אחת ל- brand הרלוונטי

נהלים

▶ ניתן לקבל עד 3 הסמכות לאדם

▶ הסמכות נבדקות מייד עם שליחת ההזדמנות לאישור יבמ

▶ עברו על ההסמכות האפשריות ב PartnerWorld

▶ <http://www-03.ibm.com/certify>

www.ibm.com/certify

IBM: Professional Certification Program from IBM - Microsoft Internet Explorer

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Critical

Mission

Mission-critical knowledge

Your potential is out of this world.

IBM Professional Certification
Lay the groundwork for your personal journey to become a world-class resource to your customers, colleagues, and company.

We can get you there.

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- ➔ **Test preparation** - description of test preparation materials available
- ➔ **Certification updates and revisions** - certification addition and removal news

Certification e-Journal

Certification today

e-Journal (2Q 2007) (0.75MB)
Get Adobe Reader

Announcement

[IBM certification tests to be delivered only through Prometric, beginning July 2, 2007](#)

Certification eKit

eKit (108KB)
Get Adobe Reader

Software Technical Sales Mastery Test

http://www-03.ibm.com/certify/mastery_tests/swt_index_mt.shtml

Testing to take the test

Prometric Domain = Find the non-proctored test in this section or domain at [Prometric Online Testing](#)

Select product category Go [Resort by number](#)

#	Mastery title	DM	NQ	PS	Proctored	Prometric Domain
Software						
IBM Information Management						
DB2						
M400	<i>DB2 Problem Determination Mastery Exam</i>	60	44	70	No	IBM Software - Problem Determination Skills
Software Sales Mastery						
M123	<i>Information Management Solution Sales Mastery v1</i>	75	39	76	No	PartnerWorld for Software Sales Mastery Tests
Software Technical Sales Mastery						
M01	<i>IBM Information Management Content Management & Discovery Technical Sales Mastery Test v1</i>	90	59	71	Yes	
M18	<i>IBM Information Management Informix Dynamic Server Technical Sales Mastery v1</i>	75	43	74	Yes	
M19	<i>IBM Information Management DB2 9 Warehouse Technical Sales Mastery Test v1</i>	75	43	74	Yes	
IBM Lotus						
Software Sales Mastery						
M142	<i>Lotus Solution Sales Mastery Test v2</i>	75	38	73	No	PartnerWorld for Software

Software Technical Sales Mastery Test

Example of Tech Sales Cert

Tivoli Storage Manager Technical Sales Mastery Test

Test description

This proctored technical sales mastery test examines Tivoli Storage Manager knowledge regarding the ability to identify, manage and close sales opportunities.

The test is applicable to sales representatives who demonstrate sales and technical knowledge of the Tivoli Storage Manager product and targets the technical sales professional who can deliver a comprehensive business solution to customers through solution identification, product differentiation, and competitive positioning.

This technical sales mastery test meets one of the requirements for the IBM Software Value Incentive Program.

It is strongly advised that the candidate complete the recommended education prior to attempting this technical sales mastery test.

Test detail

M07 IBM Tivoli Storage Manager Technical Sales Mastery Test

- [Objectives](#)
- [Education requirements](#)
- Format: Multiple choice
- Language: English
- Number of questions: 27
- Time allowed: {90} minutes
- Passing score: {74}%
- Proctored

To register for a test, or to locate the test center nearest you, contact Prometric: [Prometric](#)

איך להירשם ל SVI?

- Go to: www.ibm.com/partnerworld
- Sign in with ID and Password
- Go to "Initiatives" in PartnerWorld Program section
- Click in SOFTWARE / SVI
- In "APPLY" SECTION go to "Apply to Participate in SVI"
- Click in "Benefits and Relationships"
- Click in Software Value Incentive

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Benefits and resources

IBM PartnerWorld is a comprehensive marketing and enablement program providing a vast array of benefits for all IBM Business Partners. Consultants, integrators, Independent Software Vendors and resellers may view the benefits via these task-based categories:

Base PartnerWorld benefits

- * **Marketing** - Access trend data, build plans, and generate demand.
- * **Selling** - Create proposals, improve closing rates, publicize your success.
- * **Technical** - Access tools for product development and support.
- * **Training** - Access certifications, Webcasts, workshops, and discounts.
- * **Collaboration** - Use forums, network with other Business Partners and IBM.
- * Compare the benefits across membership levels.

Membership

- * Join PartnerWorld
- * Member sign in
- * Forgot your password?
- * Need assistance?

Select a country/region

Select one Go

Shortcut to pub_initiatives.html at www.ibm.com

Local intranet

Start Ashke... 0 B... Micro... IBM ... 98% 18:42

מה נדרש משותף עסקי בתכנית SVI על מנת להיות זכאי לתשלומי "Identify" ו "Sell"

- 
- ✓ Have an approved enrolment in SVI
 - ✓ Have access to **Global Partner Portal (GPP)**.
 - ✓ Set up your company user profiles in GPP
 - ✓ Register the opportunity in GPP
 - Identify & Sell incentives require a technical certification for each brand sold (2007)
 - ✓ Be the 1st to register and be approved for the opportunity (meet all the program criteria)
 - ✓ Provide required documentation & submit payment request



קריטריונים לבקשת SVI

שליחת הבקשה לפחות 15 יום לפני תאריך ההזמנה

Opp's must be submitted for SVI eligibility at least 15 calendar days prior to the IBM sales order date for the purchase order resulting from the opportunity.

הזדמנות SVI אחת לכל הזמנה

Each opportunity can only be associated with one IBM sales order transaction, so if the opportunity is a long term project and ordered in phases, there must be a separate opportunity created for each separate order.

מעל \$10k

The sum of the line items in the sales order that are eligible for payment must equal or exceed the minimum order threshold for your country: **10 K**

לטרנזאקציות ומס' מוצר רלוונטים לתכנית בלבד

Passport Advantage licenses

New licenses and trade up.

Maintenance Renewals and reinstatements **excluded**

התקדמות ההזדמנות ב GPP

At a high level there are 8 steps in this process:

1. **Business Partner Creates and Saves an Opportunity**
 - Arranging the Global Partner Portal workspace
 - Finding or Creating an Account
 - Associating Contacts to an Account
 - Creating an Opportunity
 - Adding revenue records to the opportunity
 - Adding a Contact to an opportunity
 - Attaching Documents
2. **Business Partner Submits Opportunity for SVI Eligibility**
3. **IBM Determines if Opportunity is Eligible for SVI**
4. **Business Partner Completes the Sales Process**
 - Adding new Sales Team members to an opportunity
 - Changing information on an opportunity previously submitted for eligibility
5. **Business Partner Closes the Opportunity**
 - A. Closed as Won and Submit SVI Payment Request
 - B. Closed as Lost
6. **IBM processes Opportunities Closed as Won**
 - A. IBM matches Opportunity to a Sales Order
 - B. IBM determines if Business Partner met the Sales Criteria
 - C. IBM creates Payment file for submission to Payment Application
7. **IBM determines if the Opportunity payment record is eligible for payment and calculates SVI fees**
8. **IBM Accounts Payable makes payment to the business partner**

BANT בדיקת פרטי

- Opportunities without Budget, Authority, Need and Timeframe will be rejected as incomplete.
- **The following BANT information example is acceptable:**
- **Budget.** The management committee has approved the budget, which is available August 2006. The customer has budgeted \$550,000 for the entire project:
 - ▶ \$135,000 hardware
 - ▶ \$65,000 IBM software
 - ▶ \$200,000 ISV software
 - ▶ \$150,000 implementation services
- **Authority.** The decision maker is Jane Wilson, Vice President of Sales. She selects the final architecture and vendor.
 - ▶ Key influencers include:
 - ▶ John Smith CIO
 - ▶ Sally Swanson – CFO
 - ▶ Jim Johnson – Director of Sales for Bedding Division
- **Need.** The customer is introducing a new line of foam bedding to match competitor offerings. The customer is currently setting up the manufacturing and inventory processes. They need a total ERP solution for this new division. We are proposing an ERP solution that runs on an I-Series, Our solution is similar to what is used in the customer's other divisions. The IBM middleware portion of the solution is Websphere Application Server and Websphere Portal.
- **Timeline:** The architecture decision is due by April 30th. The objective is for manufacturing to start in volume by August with first store shipments by October 1, 2006.

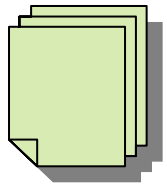
מסמכי מכירה נדרשים ל SVI

Sales documentation must clearly:

- * show Business Partners' involvement in the sales cycle and their actions that convinced the end-user customer to acquire the eligible products.
- * identify the same registered end-user and the same products with sufficient detail so that they can be matched to the sales order.

Documentation that is considered evidence of a Business Partner's recommendation must meet the following requirements:

- ▶ Reflects the configuration/quantity of the Eligible Products that the Business Partner forecasted in the opportunity are ordered
- ▶ Dated before the IBM sales order date for Eligible Products.
- ▶ Supports the revenue listed in the opportunity record
- ▶ Contains specific implementation dates
- ▶ Shows that the Business Partner authored the documentation.



Advise:

Attach the Sales documents to the opportunity during the sales process (release later)

כל החומרים עומדים לרשותכם השותפים

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Software Value Incentive

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[Global Partner Portal R2.0 Frequently Asked Questions \(FAQ\)](#) New

[What's New in Global Partner Portal R2.0](#)

[Global Partner Portal Workstation Tips](#)

To help you participate in IBM's Software Value Incentive (SVI), the following education offerings are available:

[SVI Education Presentation](#)
Describes the SVI program and outlines the various functions offered by the Global Partner Portal application.

[SVI Quick Reference Card](#)
Quickly describes the necessary steps to create and submit a validated opportunity in Global Partner Portal for SVI fee payment.

[SVI Self Study](#)
This self-study walks you through SVI as a program, as well as the steps necessary to review an opportunity in Global Partner Portal, approve it for the SVI incentive, and initiate a fee payment.

[Global Partner Portal Simulations](#)

[Global Partner Portal Business Partner Administrator's Guide](#)
Business Partner Administrator's only: Describes how to create a position and add a user to the Global Partner Portal.

[Business Partner Administrator's Quick Reference Card](#) New
Business Partner Administrator's only: Quickly lists the steps to create a position and add a user to Global Partner Portal.

Membership

- Update my profile
- Update my subscriptions
- Update solution listings
- Submit a client reference/success
- Get certified
- Learn about and apply for awards

Collaborate

- Find an IBMer
- Find a Business Partner solution or service
- Find and team with Business Partners
- More collaboration resources

אנשי קשר לנושא SVI and GPP

- **PartnerWorld Support Centre**

Phone: +41 (0)844 80 30 30, E-mail: emeaPW@uk.ibm.com

http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html

- **SVI Admin Team/Dublin** (SVI registrations/payments)

Phone: +41 (0)844 80 30 30, E-mail: EMEASVI@ie.ibm.com

- **GPP & SVI Admin Team/Greenock** (GPP support)

Phone: +41 (0)844 80 30 30, E-mail: sviprm@uk.ibm.com

Contact person Francesca Maddalena

- **SVI Subject Matter Expert**

Marta Fernandez: +44 (0)7981791951, E-mail: marta-fdez@es.ibm.com

- **03-9188987 – קרולין לחמי**

Your Success is our Success

Dziękuję

Thank You

Grazie

תודה

Спасибо

Merci

Gracias

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