



IBM Software Group

עקרונות ה VAP

VAP - Value Advantage Plus



רפי אשכנזי
יבמ ישראל, חטיבת תוכנה
rar@il.ibm.com

Value Advantage Plus

שותפים מתאימים

- ספקי פתרונות ובתי תוכנה
- המציעים פתרון/שירות מבוסס תוכנת יבמ
- לפחות 20% מתשלום הלקוח לשותף צריך להיות הערך המוסף של השותף, ביישום או בשירות (בנוסף לתשלום עבור תוכנת יבמ)

תיאור

- מיועד לספק פתרונות
- רווח גדול יותר לשותף Enterprise | SMB
- משולם מיידית
- דרך המפיץ
- רלוונטי לכל 5 הברנדים

תועלת עיקרית לשותף

- הגדלת הרווח ממכירה ב SMB | ENT

VAP יתרונות עבור השותף העסקי

- זיהוי הפתרון והערך המוסף (עבור לקוחותיך)
- הכדאי ביותר להתמקד בו
- חשיפת הפתרון באתר הבית שלך (ברושורה)
- לטובת מכירה חוזרת של הפתרון
- בהשקעה נמוכה
- רווחיות גדולה יותר

כלי מכירה מושלם להגדלת הערך המוסף העסקי אצל לקוחותיך



מי זכאי ל VAP?

- שותף רשום ב PartnerWorld
- לפחות פתרון אחד בנוי סביב תוכנות יבמ
- ✓ פתרון ו/או שירות החוזר על עצמו
- ✓ מתועד באתר הבית של השותף (שם הפתרון והברנד)
- שלושה לקוחות Reference (2 חיוביים לקבלת אישור)
- לפחות 20% מסך החיוב עבור הפתרון הוא הערך המוסף של השותף (יישום או שירות)
- מוכן לאפשר ביקורת (במידה ותידרש)



Reference לדרישת לקוח - VAP

- To make a faster start with Value Advantage Plus:
 - ▶ **3 References required in application**
 - ▶ **2 Positive references required to get solution approved**
 - ▶ **Reference can be:**
 - **for a solution on competitors middleware**
 - **solution expertise**
 - **IBM middleware expertise**

- **NB: references are contacted directly after the application by IBM by mail (never by phone)**

- Customer reference questions:
 - 1) When was the application or service purchased from the partner?
 - 2) Describe the specific software and services purchased from the partner?
 - 3) Why did you select this partners solution offering?
 - 4) Has the application or service met your expectations?



Compliance הסבר לדרישת VAP - VAP

- Must Meet VAP Business Rules
- WW Operations Selects VAP Partners (Quarterly Audits)
- VAP Partner, Geo Field and Operations Notified
- Validation Done by Third Party
 - ▶ **Worldwide Support Center - IBM Compliance Team**
 - ▶ **toll free number Italy: 1-8007-85715**
 - ▶ **Email: ibmcompliance@maritz.com**
 - ▶ **6900 Maritz Drive Mississauga, Ontario L5W 1L8 Canada, Fax Number: (416) 352-5353**
- BP Documentation for Audit
 - ▶ **End User Invoices (contract)**
 - ▶ **Name of the Solution**
 - ▶ **Product number**
 - ▶ **Brand**
 - ▶ **Raised within 6 (<100K) or 9(>100K) months**
 - ▶ **20 % own application/service (or more)**
 - ▶ **BP Records Retention = 3 Years**
- BP and Field Notified of Results
- If BP Fails Compliance Audit
 - ▶ **VAP Solution ID Numbers are Withdrawn**
 - ▶ **BP is Terminated from VAP Program, may apply again after 1 Year ,**



VAP – רישום ואישור

1. Partner registers for PW
2. Apply to VAP from Partner's Profile in PW
 - ▶ Enterprise location
 - ▶ In private section of PW site
 - ▶ Use VAP **Registration Guide** in PW as Model
 - All Questions Must be Answered
 - ▶ Customer References
 - ▶ Reviewed / Approved by Geo operations
 - ▶ **Partner Needs to Establish VAD Relationship** ←←
3. VAP Application Approved
 - ▶ **Partner notified via email** ←
 - Solution ID number, approved brands, date 1st order can be placed via VAP
 - ▶ VAD notified via email
 - ▶ SAP order system updated with VAP solution ID number
4. Partner Sells Under VAP program
 - ▶ **Order placed through VAD – To include VAP solution ID number** ←←



VAP – אילו מכירות מתאימות?

■ Eligible for VAP 2007

- License and Trade up will count
 - ▶ In SAP and PASSPORT the terminology is LCMNTSPT or TRDMNTSP.
 - ▶ If you are looking at the WWPB &Configurator, this is the terminology you need to look for.
 - ▶ PART TYPE = License + SW Maintenance
or PART TYPE = Trade Up License + SW Maintenance
- I & J level in PA for all customers

■ Not eligible for VAP in 2007

- Maintenance renewals
- Reinstatement
- Shrinkwrap
- **Any sale to an end user who has an ELA does not count**
- In general Part numbers in the Brand called OTHER do not count regardless of whether it is a new license or not.



VAP ל – Rational: קריטריונים ייחודיים

- **Select a speciality area ←**
 - 1. Design and Construction
 - 2. Software Quality (testing and deployment)
 - 3. Software Configuration Management
 - 4. Process and project management (including Requirements Management)
 - 5. Technical Developmentation:
- **Have at least 2 employees certified in selected area ←**
- **Provide 3 reference of customers to which services have been provided successfully**
 - preferably Rational services
 - even when a solution for another brand has been approved already
 - need 2 positive references to be approved
-



הנחיות נוספות לבקשות רשיון VAP כפי שמתואר ב VAP Guide

▪ 1st Rational Solution:

- ▶ 3 customer references (2 positive responses to be approved)
- ▶ 2 certifications for the selected Primary Solution Area

▪ 2nd Rational Solution:

- ▶ 1 customer reference (positive response to be approved)
- ▶ 1 certification for the selected Primary Solution Area

▪ 3rd Rational Solution:

- ▶ 1 customer reference (positive response to be approved)
- ▶ no extra certification (3 certifications in place for 2 solution areas)

▪ Rational Solution & IM/Lotus/WS/Tivoli:

- ▶ add an another brand to a Rational solution
- ▶ customer references as required for Rational
- ▶ certifications as required for Rational
- ▶ documentation showing how the other brand integrates (IM/Lotus/WS/Tivoli) with Rational in the solution

▪ IM/Lotus/WS/Tivol Solution & Rational:

- ▶ add Rational to another brand Solution
- ▶ customer references as required for Rational
- ▶ certifications as required for Rational
- ▶ documentation showing how Rational integrates with other brand in the solution



VAP – מועדי טיפול/אישור הבקשה

■ IBM VAP operations in Dublin get the VAP application:

- ▶ Week 1 : **Under Review**
- ▶ Week 2 : **Under Review**
- ▶ Week 3 : **Under Review**,
 - Final reminder is send and than the status is changed to Pending
- ▶ Week 4 : **Pending**
- ▶ Week 5 : **Pending**,
 - Final reminder is send and than the status is changed to Denied
- ▶ Week 6 : **Denied**,
 - The application can still be activated by supplying the missing information.
 - After in year in Denied status the application will be deleted.

■ Questions regards to VAP status?

- Contact VAP operations: EMEA VAP@uk.ibm.com,
- Phone: +353 1 8153330



טיפים

- בטופס בקשת ה VAP ודאו שאנשי הקשר מעודכנים
- עדכנו את לקוחות הרפרנס שהם יקבלו טלפון/מייל מיבמ
- לפני משלוח הזמנה למפיץ - ודאו שבקשת ה VAP מאושרת
- בעת משלוח הזמנה למפיץ – **נא לא לשכוח לציין VAP solution ID**



למידע נוסף בנושא VAP:

- Value Advantage Plus webpages on IBM Partnerworld
 - ▶ www.ibm.com/partnerworld/software

- **VAP Operations contact:**
 - ▶ EMEAVAP@uk.ibm.com
 - ▶ Ruth McCabe & Danielle Cullen
 - ▶ Phone: +353 1 8153330

- **VAP Sales contact:**
 - ▶ Maryska_Marinus @nl.ibm.com
 - ▶ Phone: + 31 620603750



Value Package



2.000
US \$
/year

Receive benefits and critical resources to help you more effectively develop and sell IBM software

- Download IBM software licenses for demonstration and evaluation, development and testing and internal training.
- IBM software licenses for Run your business use (with specific restrictions)
- Reimbursement for IBM Education leading to Certification (You Pass We Pay)
- Pre-sales/pre-deployment technical support (like online support, chat support, innovation center, one click . . .)

- Highly recommended for Business Partners in order to help develop skills and gain access to these advanced benefit offerings.
- As you move up the PartnerWorld levels from Member to Advanced and Premier, your benefits will increase at no additional cost.

More information at: www.ibm.com/partnerworld/mem/valuepack



Value Package

IBM Value Package for Business Partners - Microsoft Internet Explorer

Address: https://www-304.ibm.com/jct09002c/partnerworld/mem/valuepack/

Worldwide [select]

PartnerWorld [search]

Home Business solutions IT services Products Support & downloads

My IBM

Welcome Rafi Ashkenazi [Not you?] [Sign out]

IBM PartnerWorld®

Marketing

Selling

Technical

Training and certification

Collaboration

Products

Solutions

Services

Industries

IBM strategies

Orders and fulfillment

Forms and agreements

Events

News and announcements

PartnerWorld program

- PartnerWorld overview
- Program benefits
- Value Package/Options

IBM PartnerWorld > PartnerWorld program > Value Package/Options

PartnerWorld wants to help you grow your business and drive increased profit, whether you are a consultant, integrator, independent software vendor (ISV), reseller or any combination. With PartnerWorld, you choose the support you need, when you need it.

Access enhanced support with these fee-based offerings. Get more details, or purchase now:

IBM Value Package			
Purchase this optional comprehensive benefits package and receive critical resources to help you more effectively develop and sell IBM software. The Value Package includes access to IBM software, reimbursement for IBM education leading to certification, IBM software technical support, and more!			
<table border="0"> <tr> <td>Annual fee</td> <td>US\$2000</td> <td>Get more details</td> </tr> </table>	Annual fee	US\$2000	Get more details
Annual fee	US\$2000	Get more details	

IBM Software Access Option

Welcome

- Update your profile
- Find a Business Partner
- Find a solution

Select a country/region

Select one [Go]

- IBM PartnerWorld Brochure
- IBM Premier Difference
- IBM Express Seller Grow your business in SMB

Local intranet

14:27

More information at: www.ibm.com/partnerworld/mem/valuepack



Your Success is our Success

Dziękuję

Thank You

Grazie

תודה

Спасибо

Merci

Gracias

Rafi Ashkenazi

rar@il.ibm.com – 0522-554-559

