



Client Process Transformation

Global Partner Portal 3.1

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Agenda

- **What is GPP and what are the improvements vs. PWLM**
- **Project GPP**
- **Opportunity creation in GPP**
- **Other important Information about GPP**
- **Sending and receiving opportunities to / from IBM**
- **Selling Signature Method in four slides**
- **GPP Information and Training**
- **Basic links**

What is GPP and what are the improvements vs. PWLM

What is Global Partner Portal (GPP) ?

- **Focal point** of all information about transactions for BP's.
- Connected to PartnerWorld, but **independent**
- GPP project has several phases, each one adds new features. Currently we are on the first one, Opportunity Management and GPP version is 3.1.
- **SVI** program of SW has as requisite to work with GPP.
- It is going to replace **PWLM**. In June PWLM will end.
- GPP has a different name depending of the access:
 - **Partner Manager** from IBM
 - **Partner Portal** from BP

What was PartnerWorld Lead Management?

- A system that **only** let to manage opportunities.
- It didn't let BP's to create their own opportunities.
- It let BP's only **one level restriction**, and it didn't let BPs to **control** the information of their opportunities. They could be modified by IBM without the agreement of the BP.
- PWLM required an IBM team, **BOT**, for modifying the opportunities.
- BP's complained about **PWLM complexity** and asked for a simpler system.
- **PWLM was only available in English**, BP's complained about that, they asked for supporting local languages.

What improvements have GPP vs. PWLM?

- Let BP's to create their own opportunities.
 - Restricting the visibility of the opportunity with two fields:
 - **Is restricted:** Customer is hidden (Blocked from View)
 - **Work in:** it is not replicated to Siebel, till it was "won" or "lost", then it is replicated
 - Nobody in IBM can modify or delete information introduced by the BP.
 - BP's can add ibmers to the opportunity ***Sales Team***, *only them will see them*. Two cases:
 - If the ibmer has an ID of Partner Manager, BP can add him in GPP.
 - If he has not a PM ID, he can be still added but only manually by the GPS Ops team, and only to the opportunity in Siebel, not in GPP. There is a process for requesting its addition, by creating a note in GPP.

Functionality GPP vs. PWLM

Feature	GPP	PWLM
Stages in OM	5 *	11
Fields to update	8	11
Fields at creating	10	38
Level of restrictions	2	1
Incentives supported	SVI	No
Links to other programs	Sales Connections & Attach Connector	No
BP can create Opps	Yes	No
Opps can be shared by several BPs	Yes	No
BP Sales Rep OM	Yes	No
Accept/Reject Opp from the view	Yes	No
Customize and save reports and searches	Yes	No
In sync with PPS	Yes	No

Screen of Opportunity creation

Show: My Opportunities
 Reports
 Queries: * Current Opportunities

Opportunity:

Opportunities

Menu
 Save Cancel

*Opportunity Num: 1JF-X0UL7 System-generated Opportunity number

*Account: Robins Electronics

Alt Language Name:

Katakana:

*Description:

Contact:

Alt Language Last Name:

Alt Language First Name:

Organization: PRM2005 PartnerPortal Subject Matter Experts - 41

*Sales Stage:

*Decision Date: 7/3/2007
Decision date is set to 90 days from creation date

Detailed Revenue Data:

Owner BP Oppty Number:

Overall SVI Status: Draft

Is Restricted:

Work in GPP:

SVI Extension Request: No

*Revenue: \$0.00

USD Revenue: \$0.00

*Probability %: 0%

*Opportunity Currency: USD

*Sales Team: E0700000K2W

Reason Lost:

*Opportunity Source:

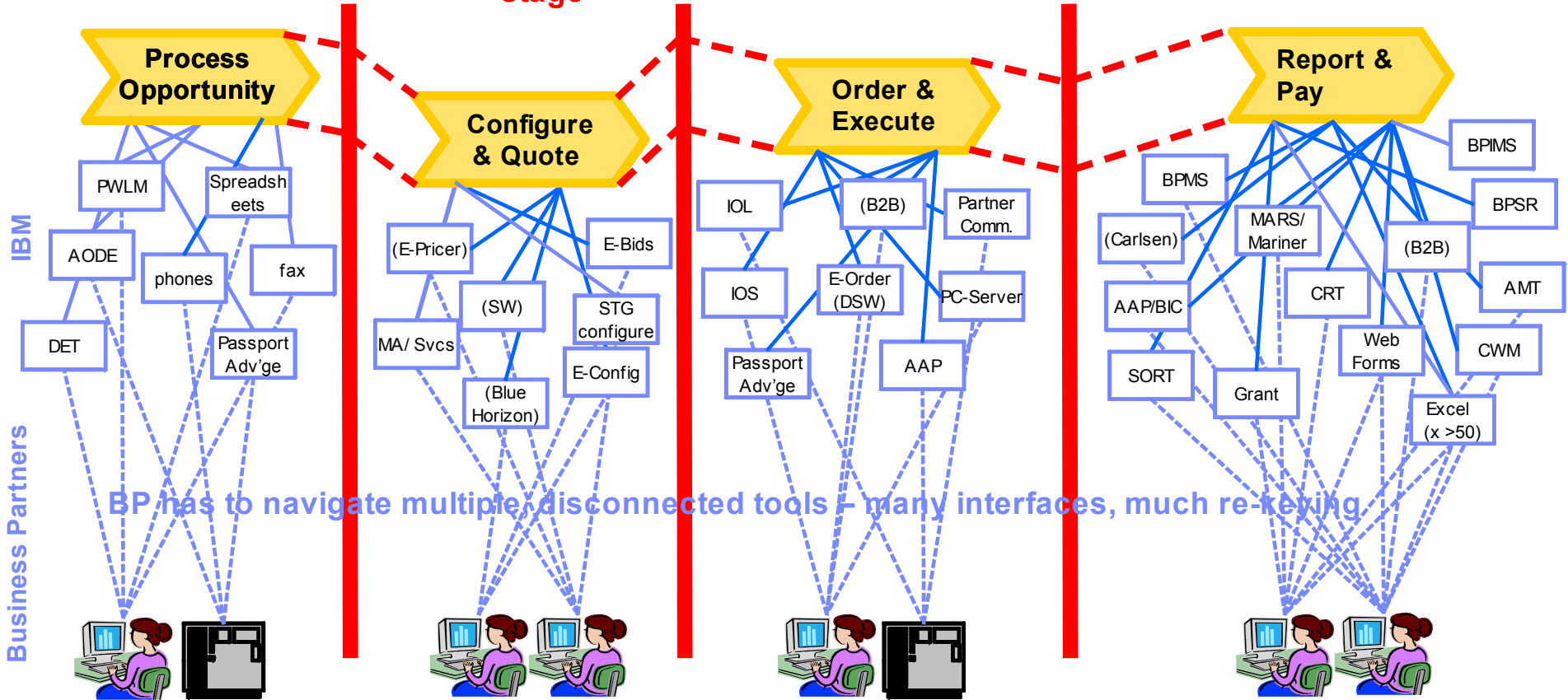
Opportunity ISA:

*GPP Oppty Accept Status: Accepted

Project Global Partner Portal

The current "opportunity to cash" process for BPs is disjointed and functionally divided. There are multiple, disconnected brand and geo-based tools for BPs to navigate at every stage of the transaction.

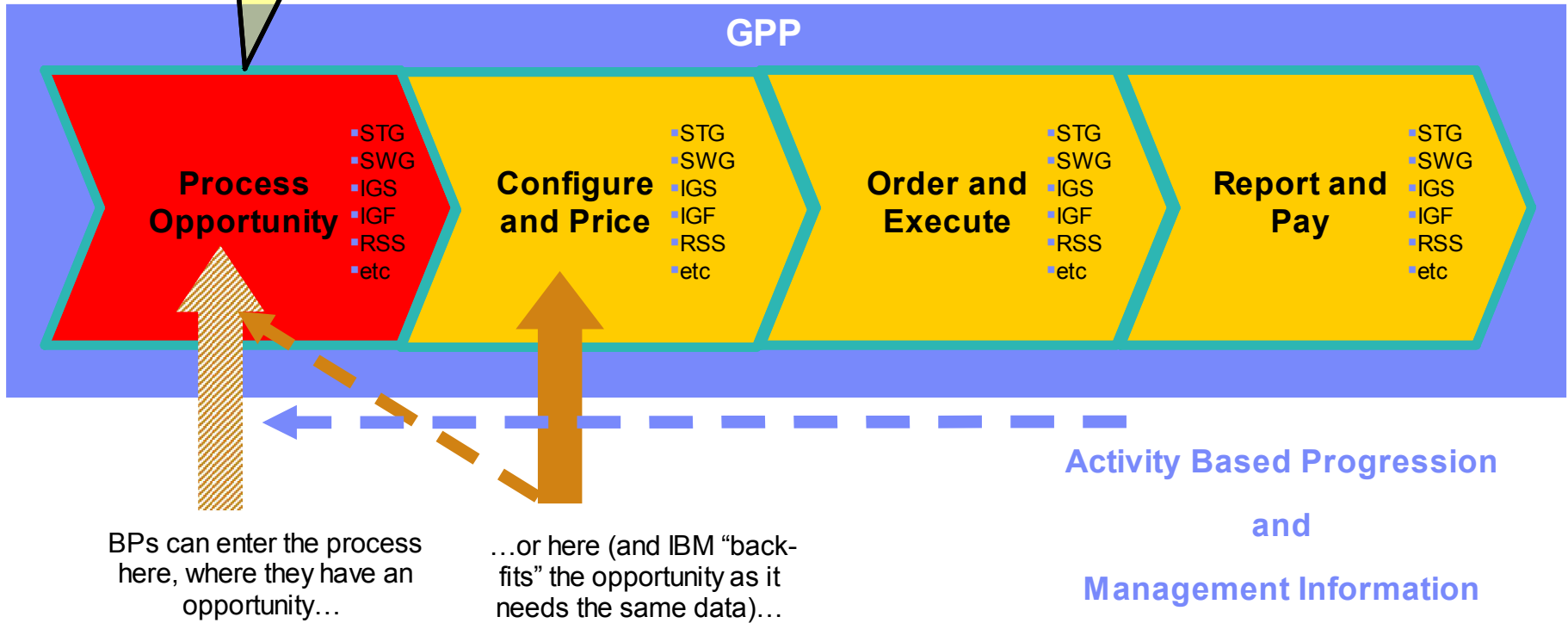
← Little re-use of data from stage to stage →



(Illustrative: not an exhaustive listing of current tools or interfaces)

The upcoming release enables a simpler OM process, removing irritants for partners. **Future releases** will enable automatic creation and progression so opportunity management becomes a bi-product of sales activities.

NOW!



Major process innovations in GPP - Opportunity enabled in April

GPP – all brands, all geos

Business Partners
IBM



- ✓ Simplified sales stage model (4 stages, not 11)
- ✓ Significantly reduced data requirement
- ✓ Enhanced protection of BP data
- ✓ Enhanced collaboration between IBM and BPs
- ✓ System to system opportunity exchange – no manual re-keying

- ✓ Multi-brand order and order status capability (MAJOR efficiency gains for IBM and BPs as well as improved attach rates)
- ✓ Can route shopping cart to distributors
- ✓ Re-use of up-stream data – no re-keying

- ✓ Single point of access to all IBM configuration and pricing tools
- ✓ Multi brand “shopping cart”
- ✓ BP can enter process here: opportunity is “back-fitted”, if applicable

- ✓ Separate BP sales reports eliminated in many cases
- ✓ Incentive and promotion “configurator” – will allow much faster set up of new market initiatives
- ✓ Claimless disbursements in many cases
- ✓ BP statement showing payments due – better reconciliation process for BPs
- ✓ Faster, less manual (so less risky) payment process

- ✓ BP only supplies any piece of data once
- ✓ Integration of customer data – single entry of customer name and all addresses
- ✓ Integration of product data – single product identifier

Opportunity creation in GPP

Opportunity creation screen

Home Opportunities Accounts Contacts Activities

Show: My Opportunities Reports Queries: * Current Opportunities

Opportunity:

Opportunities

Menu Save Cancel

*Opportunity Num: 1JF-B12SC

*Account:

Alt Language Name:

Katakana:

*Description:

Contact:

Alt Language Last Name:

Alt Language First Name:

Organization: Computacenter (UK) Limited

Sales Stage:

*Decision Date: 3/11/2007

Detailed Revenue Data:

Owner BP Oppty Number:

Overall SVI Status: Draft

Is Restricted:

Work in GPP:

SVI Extension Request: No

*Revenue: £0.00

USD Revenue: 0

*Probability %: 0%

*Opportunity Currency: GBP

*Sales Team: E0900000DXS

Reason Lost:

*Opportunity Source:

Opportunity ISA:

*GPP Oppty Accept Status: Accepted

Required fields

- **Customers:** Visible all from CRecord
 - If BP cannot find a customer, they can create a new one that will be promoted to Siebel. There is a process for solving duplications.
- **Description:** Mkt adds here the UCID tactic code
- **Sales stage:** 5 direct stages: 1,3,4,7,11
 - But really 7 because in combination with “%Probability” stage can be 4,5 or 6
- **% de Probability** See table in next slide
- **Sales team:** People from BP, from IBM (PM) from other BPs.
- **Currency, Status, Decission date and Source** although are required they are filled automatically
 - **Source:** “**Solution Provider – Core BP**”
 - **Fecha de decisión:** 90 days after creation
 - **Status:** **Accepted**

Sales Stage Mapping to IBM

For opportunities flowing to IBM (Work in GPP cleared)

<i>Global Partner Portal Sales Stage</i>	<i>And the Customer Situation is</i>	<i>Select the following percentage from the Probability % Field</i>	<i>The opportunity will display in IBM CRM as:</i>
Sales Stage 4	The customer is assessing solutions from multiple sources; some uncertainty exists	25%	Sales Stage 4
Sales Stage 4	The customer is leaning toward the IBM solution	50%	Sales Stage 5
Sales Stage 4	The customer indicates a preference for an IBM solution	75%	Sales Stage 6

Detailed revenue data

Revenues - Microsoft Internet Explorer

*Bill Date: 7/1/2007

*Type:

Brand Family:

Brand:

Brand Family SVI Participation:

Brand Certification Achieved: N

*Win Probability: 10%

*Quantity:

Price:

*Revenue: 100.00

*Opportunity Currency: USD

Flow Code:

Platform:

Save Cancel

Use the Type Field Icon to display product types

Selecting Product Type

The screenshot shows a web application window titled "Pick Type (Level 10) - Microsoft Internet Explorer". The interface includes a search bar with "Find Product Name" and "Starting with" fields, and a "Go" button. Below the search bar is a table with two columns: "Product Name" and "Product Level". The table lists several product types, with "Systems and Technology Group" selected and highlighted in yellow. A red box highlights the "OK" button, and a red arrow points to it from a text box that says "Select the Product Type".

Product Name	Product Level
> Global Financing	10
> IBM Global Services	10
> Industry	10
> Lenovo	10
> Miscellaneous	10
> Software	10
> Solution Architecture: Cross Industry Business Units	10
> Systems and Technology Group	10

Product Types

- Global Financing
- IBM Global Services
- Industry
- Lenovo
- Miscellaneous
- Software
- Solution Architecture: Cross Industry Business Units
- Systems and Technology Group

Selecting Brand Family

Revenues - Microsoft Internet Explorer

*Bill Date: 7/1/2007

*Type: Systems and Technology

Brand Family:

Brand:

Brand Family SVI Participation:

Brand Certification Achieved: N

*Win Probability: 10%

*Quantity: 1

Price:

*Revenue: \$0.00

*Opportunity Currency: USD

Flow Code:

Platform:

Save Cancel

Brand Family is a recommended but not required field

STG Brand Families

- IBM BladeCenter
- Engineering & Technology Services
- Open Infrastructure Offering
- Printing Systems
- Global Engineering Solutions
- Retail Store Solutions
- Servers IntelliStation
- STG Technical Training
- System Storage Hardware
- System Storage Software
- System i
- System p
- System x
- System z
- IBM System Cluster 1350
- System x & BladeCenter Software, Services, Options

Filling Quantity and price

Revenues - Microsoft Internet Explorer

*Bill Date: 7/2/2007

*Type: Systems and Technology

Brand Family: Retail Store Solutions

Brand: Other

Brand Family SVI Participation: Y

Brand Certification Achieved: N

*Win Probability: 10%

*Quantity: 1

Price:

*Revenue: \$0.00

*Opportunity Currency: USD

Flow Code:

Platform:

Save Cancel

Filling in Quantity and Price will automatically Update the Revenue field

Revenue is updated automatically

***Bill Date:** 7/2/2007

***Type:** Systems and Technology

Brand Family: Retail Store Solutions

Brand: Other

Brand Family SVI Participation: Y

Brand Certification Achieved: N

***Win Probability:** 10%

***Quantity:** 4

Price: \$25.00

***Revenue:** \$100.00

***Opportunity Currency:** USD

Flow Code:

Platform:

Save Cancel

Don't forget to save your changes

Home Partner Programs Program Applications Program Membership Partner Locator Opportunities Accounts Contacts Activities

Show: [dropdown] Reports Queries: * Current Opportunities

1JF-X0T45

Menu [dropdown] New Delete **Save** Query Collaborate Submit to Sales Connections

*Opportunity Num: 1JF-X0T45 Organization: PRM2005 PartnerPortal Subject Matter Experts - 41 [dropdown] *Revenue: \$0.00

*Account: Robins Electronics [dropdown] *Sales Stage: 01-Noticing [dropdown] USD Revenue: \$0.00

Alt Language Name **Save your changes** *Decision Date: 7/3/2007 [calendar] *Probability %: 0%

Katakana: **Detailed Revenue Data: \$100.00** [dropdown] *Opportunity Currency: USD

*Description: This is a free-form text box that is a required field Owner BP Oppty Number: *Sales Team: E0700000K2W [dropdown]

Contact: [dropdown] Overall SVI Status: Draft Reason Lost: [dropdown]

Alt Language Last Name: Is Restricted: *Opportunity Source: [dropdown]

Alt Language First Name: Work in GPP: Opportunity ISA: [dropdown]

SVI Extension Request: No *GPP Oppty Accept Status: Accepted

More Info Revenues Bid Certification Detail Software Value Incentive Attachments Opportunity Notes Sales Team Contacts Activities Notes [dropdown]

Flow code y Platform (Not required)

Flow code

Alquiler H/W para outsourcing
 Alquiler hardware - hardware
 Compra instalación - hardware
 H/W directo para Outsourcing
 Hardware conces./distrib.
 Hardware directo
 Hardware revendido leasing IBM
 Ingresos internacionales (SIA)
 Ingresos mayor bonificación
 Movimiento compra
 Oferta abierta infraestr-OIO

Platform

e-Server Z Series (S390)
 eServer iSeries
 eServer iSeries - AIX
 eServer iSeries - Linux
 eServer iSeries - OS/400
 eServer iSeries - Windows
 pSeries (RS/6000 NUMA)
 pSeries - AIX
 pSeries - AIX y Linux
 pSeries - Linux
 x86 Cliente - Linux
 x86 Cliente - MS Win CE
 x86 Cliente - MS Win XP, 2000
 x86 Cliente - Sist. op. desc.
 x86 Serv. - MS Win 2000 Srvr
 x86 Serv. - MS Win DataCenter
 x86 Serv. - UNIX - Otras vers.
 x86 Servidor - Linux - Otros
 x86 Servidor - Linux - Red Hat
 x86 Servidor - Linux - SUSE
 x86 Servidor - MS Win Srvr Adv
 x86 Servidor - Novell NetWare
 x86 Servidor - OS2
 x86 Servidor - Sist. op. desc.
 x86 Servidor - UNIX - SCO
 x86 Servidor - UNIX - Solaris
 zSeries (S/390)
 zSeries (S/390) - Linux
 zSeries (S/390) - MVS
 zSeries (S/390) - VM

SVI fields

- **SVI** Automatic (SW)
- **Certification** Automatic

Process for requesting ibmers with no PM ID

- Look for the employee in next address:
 - <http://www.ibm.com/contact/employees/us/>
- Write down their names and emails.
- Click on **Notes view** (bottom of the screen)
- Click on **New**.
- Click on **Type** field.
- Select **BP Comments**.
- Introduce names and emails in **Description** field following next format.
 - First word has to be “**IREP**”
 - **IREP employee_name1 email1, employee_name2 email2 ...**
- Example:
 - IREP Stephen Saunders ssaunders@us.ibm.com, Jim Smith smith@us.ibm.com
- GPP Ops team will add them to **Siebel opportunity**

More information about GPP

Links in GPP to other tools

■ **Sales Connections**

- The opportunity can be sent to IBM for reviewing it.
- Requirements: PartnerWorld Premier or Advanced level, or member of PartnerWorld Industry Network.

■ **Attach Connector**

- Information of IBM products

Attach Connector screen

https://www.developer.ibm.com/cod/ac/BPController - Microsoft Internet Explorer

IBM Attach Connector v3.13 Attach Connector Search

Workspace **Cross-selling Point Products** Session Name : New File

File Report Settings Help

Hardware

- System x
- System p
- System i
- System z
- System Storage
- Retail Store Solutions

Software

- Information Management
- Rational
- WebSphere
- Lotus
- Tivoli

Services

- Directory

Most Common System x Attach Elements

- IBM Tivoli Storage Manager
- ServicePac Services
- IBM Hardware Maintenance Services
- IBM System i Integration with BladeCenter and System x
- IBM Global Financing for System x
- WebSphere Application Server
- IBM Training
- External Storage/Disk
- IBM Tivoli Storage Manager Express
- DB2 Express 9
- IBM Global Financing
- Business Continuity and Recovery Services
- Software Support
- System x Server Product Services - Implementation and Migration

Promotions

Selling resources in support of the sales cycle are available through the PartnerWorld Web site. [Click here](#) to go to the Selling Resources section of that Web site where you can search for all the right content to meet your needs; products, services, industry, and sales dashboards

Attach Elements

Add Remove

Description/Value Proposition

A web application server is the tool that allows you to host your application on the web. The core of the WebSphere portfolio, this product is the industry's leading J2EE and Web Services application server, delivering a high-performance and extremely scalable transaction engine for dynamic e-business applications. Hosts application logic for web enabled applications. Access to backend databases and other applications. Build on Java Standard J2EE which competes with Microsoft .Net Benefits:

- Web browser is standard interface...maximum reach
- Application server takes care of all the transaction processing details programmer

Market Players

Discussion Notes

English United States Business Partners

Attach Questions

- Are you currently using Java?
- How did you choose your existing application server?
- Would you consider other options if they were more cost effective or provided better support? If .Net customer:
- What version of windows are you running on?
- Have you installed active directory?
- How do you integrate to platforms other than windows?
- Are you happy with your existing licensing arrangement?
- Are you concerned about being locked into a single vendor?

Links

About IBM Privacy Contact IBM Feeds

start 5 Internet E... 4 Microsoft ... MailActual - I... 5 Microsoft ... 1-2-3 - [C:\D... ES 99% 9:30 jueves 28/02/2008

Other relevant features of GPP

- BP controls Decision Date of their opportunities.
- **IBMers cannot delete or modify opportunity data.**
- **Product data – Required level 20.**
- Sales team: Primary can add other **BPs**, Distributors, Influencers or **IBMers**. Distributors and influencers could then view opportunity content and status.
- User repository is PPS (Partner Profiling System)

Global Partner Portal job roles

- **BP Administrator** The BP Administrator is responsible for **creating positions** and **adding users**. The Administrator also initiates the process to terminate employee access to Global Partner Portal. The Administrator **initiates collaboration with other Business Partner firms**. Do not confuse the BP Administrator role with the Authorized Profile Administrator (APA). The APA manages access to Partnerworld. The BP Admin can however assign Partnerworld members to GPP and assign them their roles.
- **Opportunity Focal Point**. The Business Partner Oppty Focal Point can **view or edit all opportunities for the entire company**. This allows them to assist their sales force in maintaining the status of all opportunities for the entire company. They can make **updates to the opportunities for their team without being on the sales team themselves**. For instance in case a person leaves on holiday or is terminated. They can add or change sales team members to an opportunity. A Business Partner organization is limited to two Business Partner Oppty Focal Points.
- **HQ Sales Manager** . The Business Partner HQ Sales Manager can **view all opportunities** for the entire company. This allows them to assist their sales force in maintaining the status of all opportunities for the entire company.
- **Sales Manager**. The Business Partner Sales Manager can **view the opportunities for their sales team using the 'My Team's Opportunities' view**. This allows the sales manager to assist their sales reps in maintaining the status of the opportunities for their team.
- **OM Sales Rep**. The OM Business Partner Sales rep can **create, update, and work with opportunities either passed from the IBM CRM system or generated from within the Business Partner organization**. They can create, view, and edit opportunities they create and the opportunities to which they have been added to the sales team. If opportunity owner, the OM Business Partner Sales Rep can add additional resources from within the Business Partner organization or from other Business Partner organizations where a collaboration relationships exists.

Some suggestions

- Searches accept “*”
- Case is relevant (as Siebel)
- For looking for IBM Channel Reps:
 - Position = **IBM Channel***
- Help is very useful, but don't take on consideration BCC chapter, it is only for US

Sending and receiving opportunities to/from IBM

Receiving opportunities from IBM

- Add BP to the Sales Team in Siebel
- BP will receive two eMail:
 - eMail 1: (Spanish, Portuguese or English)
 - Opportunity notification
 - Subject of this mail will be:
Important! Oportunidad nº X-XXXXXX has been assigned to you for “Accepting” in Global Partner Portal.
 - Sender is **ID de Sistema ODB**
 - eMail2: (only in English)
 - Sales Team notification
 - Subject:
 - **You have been added to the Sales Team of an opportunity in Global Partner Portal**
 - Sender
 - **BCC@us.ibm.com**
- BP has 5 days for accepting the opportunity
- Opportunity Status is “Pending acceptance” till it is approved

BP: Accepting an opportunity (1)

Opportunity Num	Account	Revenue	Sales Stage	Decision Date	Probability %	All BP Oppty Numbers	Product	GPP Oppty Accept Status	Is Restricted	Work in GPP	BCC Certification Stage
> 1JF-VMP0V	Harras Las Vegas Inc.	\$0.00	11-Lost to Competition	7/16/2007	50%			Accepted	<input type="checkbox"/>		Open
> 1JF-WMP7J	Harras Las Vegas Inc.	\$0.00	07-Won/Implementing	7/16/2007	50%			Accepted	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Open
> 2-RLKD8S	Sun Health Corp	\$2,000.00	03-Identified/Validating	7/15/2007	25%			Accepted			Open
> 1JF-WMMZ9	Ford	\$1.00	11-Lost to Competition	7/15/2007	50%						
> 2-RLK7WA	Ashley Furniture	\$0.00	03-Identified/Validating	7/15/2007	25%						
> 2-RLKD9Q	Ashley Furniture	\$0.00	03-Identified/Validating	7/15/2007	25%			Accepted			Open
> 2-RLKDAB	Sun Health Corp							Accepted			Open
> 2-RLKDB7	Ashley Furniture							Accepted			Open
> 1JF-WMCX	Lee Enterprises	\$10,000.00	07-Won/Implementing	7/12/2007	50%			Accepted	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Open
> 2-RLIP3C	AOL	\$210.00	03-Identified/Validating	7/11/2007	10%			Pending Acceptance			Open
> 2-RLIQOD	AOL	\$0.00	03-Identified/Validating	7/11/2007	10%			Pending Acceptance			Open
> 1-7WKE5	Wired Integrations	\$0.00	01-Noticing	12/15/2006	50%			Accepted			Open

Opportunities that flow from Siebel Don't start by "1JF"

Only can be accepted if status is "Pending Acceptance"

Accepted

Pending Acceptance

Pending Acceptance

BP: Accepting an opportunity (2)

Opportunity:

Opportunities | Menu | New | Delete | Query | Collaborate | Submit to Sales Connections | 1 - 12 of 12

Opportunity Num	Account	Revenue	Sales Stage	Decision Date	Probability %	All BP Oppty Numbers	Product	GPP Oppty Accept Status	Is Restricted	W in G
> 1JF-WIP0V	Harrahs Las Vegas Inc.	\$0.00	11-Lost to Competition	7/16/2007	50%			Accepted		
> 1JF-WIP7J	Harrahs Las Vegas Inc.	\$0.00	07-Won/Implementing	7/16/2007	50%			Accepted	✓	✓
> 2-RLKDBS	Sun Health Corp	\$2,000.00	03-Identified/Validating	7/15/2007				Accepted		
> 1JF-WIMZ9	Ford	\$1.00	11-Lost to Competition	7/15/2007				Accepted		
> 2-RLKD9G	Ashley Furniture	\$0.00	03-Identified/Validating	7/15/2007	25%			Accepted		
> 2-RLKDAB	Sun Health Corp	\$0.00	03-Identified/Validating	7/15/2007	50%			Accepted		
> 2-RLKDB7	Ashley Furniture	\$0.00	03-Identified/Validating	7/15/2007	25%			Accepted		
> 1JF-WIMCX	Lee Enterprises	\$10,000.00	07-Won/Implementing	7/12/2007	50%			Accepted		✓
> 2-RLIP3C	AOL	\$210.00	03-Identified/Validating	7/11/2007	10%			Pending Acceptance		

Select opportunity (points to row 2-RLIP3C)

Select "Accepted" (points to dropdown menu)

- Accepted
- Reject-Assigned wrong seller
- Reject-Lack needed skills
- Reject-Not Validated/Qualified
- Reject-Oppty missing key data
- Reject-Too busy for new oppty
- RejectBP-Cust chose another BP
- RejectBP-Not now - on vacation
- RejectBP-Oppty is too large
- RejectBP-Oppty rev too small
- Pending Acceptance

BP: Accepting an opportunity (3)

Opportunity:

Opportunities | Menu | New | Delete | Query | Collaborate | Submit to Sales Connections | 1 - 12 of 12

Opportunity Num	Sales Stage	Decision Date	Probability %	All BP Oppty Numbers	Product	GPP Oppty Accept Status	Is Restricted	Win G
> 1JF-WMP0V	11-Loss					Accepted		
> 1JF-WMP7J	07-Won/Implementing					Accepted	✓	▼
> 2-RLKDBS	03-Identified/Validating					Accepted		
> 1JF-WMZ9	11-Loss Competition	7/15/2007	50%		Ford	Accepted		
> 2-RLK7WA	03-Identified/Validating	7/15/2007	25%		Ashley Furniture	Accepted		
> 2-RLKD9Q	03-Identified/Validating	7/15/2007	25%		Ashley Furniture	Accepted		
> 2-RLKDAB	03-Identified/Validating	7/15/2007	50%		Sun Health Corp	Accepted		
> 2-RLKDB7	03-Identified/Validating	7/15/2007	25%		Ashley Furniture	Accepted		
> 1JF-WMCMX	07-Won/Implementing	7/12/2007	50%		Lee Enterprises	Accepted	✓	▼
> 2-RLKDNG	03-Identified/Validating	7/17/2007	10%		Ashley Furniture	Accepted		

Menu

- Delete Record
- New Record
- Copy Record
- Save Record**
- New Query
- Run Query
- Refine Query

There is not a button for Saving !!

Select Menu and "Save Register"

View and Accept opportunities from BPs

- In order to view it, BP should add you to the **Sales Team**.
¡ASK FOR IT!
- Restrictions
 - If BP has selected “**Work in GPP**” opportunity is not being replicated to Siebel. The only way to see it is entering in Partner Manager, but only if you are in the Sales Team.
 - If BP has selected “**Is Restricted**”, but not “Work in GPP”, it will be replicated to Siebel, but Customer will be hidded (Blocked from View). Customer will be shown at winning or loosing the opportunity.
- Opportunity names created in GPP start by “**1JF**”

Suggested training

- **Introduction to Signature Selling Method**
- **GPP Training from PartnerWorld**

Signature Selling Method

- **Signature Selling Method e-learning**
 - 4 hours, available in English, Spanish and Portuguese
 - It can be downloaded or also request a CD
 - http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/tac_sel_sfe1a.html

SSM in 4 slides

- “Signature Selling” is the **methodology** used by all IBM sellers at world wide level.
- Developed from **Best Practices** and **Sales experience** of IBM.
- **Aligns** the Sales process to the customer buying process.
- It has **7 stages**.
- Its goal is **differentiation** from competitors, giving more **Value** to the customer throughout the Sales Process.

The 7 stages

- **1. Noticing**
- **2. Identifying**
 - Customer shows interest on working with us.
 - It exists a **Compelling Reason to Act (CRA)**
 - Create an **Opportunity Plan**, that has to be aligned with the **Account Plan**.
 - **Help Tools: Customer Initiatives Map (CIM)**
- **3. Validating**
 - There is: **business need, capacity to take the decision and access to the Key Decision Leader (KDL)**.
 - In this stage we have to transmit to the **KDL** the value of our solution.
 - **Help Tools: Solution Framework**
- **4. Qualifying**
 - We have the **full support of the KDL** for defining the initial solution. We have **solved the KDL doubts, clarified their decision criteria and analyzed the risk factors**
 - Help Tools: Decision Support Plan
- **5. Conditionally Agreeing**
 - El **Key decision leader accepts** the solution with **some conditions**.
 - Benefits and Value must be bigger than Costs and Risks.
 - **Help Tools: Value Proposition**
- **6. Wining**
 - Contract is signed
- **7. Implementing**

Call Model

- **Preparation**
 - Research of valuable Customer information
 - Priorizing objectives
 - Organize logistics
- **Opening**
 - Generate respect, trust and value
- **Consultive phase**
 - Questions oriented to our objectives
 - Main types of questions: Open/Closed and Quantity/Qualify
 - Active listening, take notes
 - ERIC Model = Explore -> Refine -> Influence -> Confirm
- **Proposition**
 - Get aligned with customer
 - Important: Take always on consideration in what SSM stage we are
 - Call Objectives depend on the stage
- **Close**
 - Look for “Buying” signals and for agreements.

Information about GPP (in PartnerWorld)

– Global Partner Portal in PartnerWorld

- https://www-304.ibm.com/jct09002c/partnerworld/mem/sell/sel_gpp_home.html

– Contents:

- How to ask for accessing GPP
- Training material
- Where to get help

Home page for information of GPP in PW

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Global Partner Portal

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Overview

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Global Partner Portal is an initiative designed to provide Business Partners with a single place to manage IBM in the sales process, from opportunity identification to fulfillment and incentive payment – and all the steps in between.

IBM has identified a core set of functions that will be implemented globally for all brands within Global Partner Portal, with a key design goal being that Business Partners need to enter a piece of unique information once. As we work toward providing a single place to manage IBM sales transactions, we will build additional function into Global Partner Portal with each new release.

Today's Global Partner Portal capabilities

✦ Opportunity Management (OM)

IBM Business Partners can manage opportunities within Global Partner Portal, regardless of IBM brand. The opportunity management process has been simplified and made more flexible. However, the true value of Global Partner Portal opportunity management will be the full integration with IBM's Customer Relationship Management (CRM) system. This integration will take place during a phased deployment.

Training in GPP

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To access Global Partner Portal education in your preferred language and for your job role, select your language, select your role, and then click **Go**.

Note: BCC is available in North America only.

Español Select a Role

Education for each role be
education and then provid
various formats to help yo
you need to perform.

Note: If you perform mult
primary role first, and the
secondary role. It is only
Portal overview and Working with opportunities for your primary

- Select a Role
- Admin
- BCC Focal Point
- BCC Sales Rep
- HQ Sales Manager
- OM Sales Rep
- Oppty Focal Point
- Sales Manager
- SVI Sales Rep

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education for your
and select your
the Global Partner

Training in GPP

- Explanation of tasks for each GPP role
 - In English, Spanish and Portuguese
 - *BCC roles are only for US*
 - There are simulations of the common tasks, very useful for understanding them, for example:
 - Creation of an opportunity
 - Adding a contact to an opportunity
- Documentos en formato PDF:
 - New features of GPP 3.1
 - Last updates
 - Frequent Questions and Answers (FAQ) GPP R3.1
 - OM Quick Reference Card
 - Account Search Quick Reference card

Simulations

Tasks with simulations

Working with opportunities

Managing opportunities is the day-to-day work of all those functioning in Global Partner Portal roles. Opportunity tasks include those listed below.

- Creating an opportunity
 - Sharing your opportunity data with IBM
- Creating an opportunity - Fastpath
 - Using Business Partner opportunity numbers
- Creating child opportunities
 - Adding revenue records with brand families
- Finding an account
 - Using attach connector
- Creating an account from the Opportunity screen
 - Using Sales Connections
- Adding contacts to an opportunity
 - Searching for an opportunity
- Adding Sales Team members
 - Using the opportunity Classification ID
- Attaching supporting documents
 - Passing an opportunity

Additional Information

- GPP Education:
 - http://www.ibm.com/PartnerWorld/mem/sell/sel_gpp_home.html
- User Administration Guide
 - http://sc4.ihost.com/gpp/3_0/dev/other/enu/gpp_bp_admin_guide.pdf
- Support of GPP throughout PartnerWorld Contact Services (PWCS)
 - **España** **901 200 700.**
 - **Portugal** **+351800880336**
 - **Grecia** **0080044145307**
 - **Israel** **18009447858**
 - **Turquía** **00800448825308**
- Email of GPP Operations task ID: **gppops@uk.ibm.com**

Demo of GPP and PM

Questions

