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## IBM – Software Value Plus Program Overview

### Business Partner Benefits

- Protects and maximizes your ROI in the technical, sales and marketing skills you've developed.
- Places a premium on your skills and solutions which differentiate your ability to offer your customers guidance in a tough economy.
- Rewards the value you bring throughout the sales cycle through the lucrative IBM Software Value Incentive.
- Provides financial rewards for integrating IBM software with your business solutions through the Value Advantage Plus incentive.
- Accelerates your growth with Value Added Distributors (VADs).
- Improves access to IBM resources including industry-leading sales, technical, and marketing support.

### Authorized Distribution Product Groups as of June 18, 2014

Rational – Tools for development, business planning, and project management life cycle - **RTC, Rational Application Developer, ClearCase, ClearQuest, Rational Quality Manager**

Security and Compliance – Improve security, risk and compliance with automated threat protection & security controls - **Rational AppScan, Tivoli Identity Manager, Tivoli Access Manager, Q1 Labs, ISS, VSP, TAM ESSO**

Enterprise Content Management – Tools for development, business planning, and project management life cycle - **Filenet, Datacap, IBM Content Collector, DB2 Content Manager**

#### Business Analytics

Cognos – Business intelligence & performance management platform - **Cognos BI, Controller, Enterprise Planning, TM1**

Risk Analytics – Business risk awareness and analytics - **OpenPages GRC & FCM, ALGO Risk Management**

SPSS Enterprise – Predictive analytics suite - **SPSS Modeler, Data Collection, Decision Mgmt.**

SPSS Statistics – Open products within the Business Analytics brand - **SPSS Statistics (requires additional paperwork)**

#### IBM Collaboration Solutions (Formerly Known as Lotus)

Messaging & Collaboration – Integrated collaborative environment including e-mail, calendaring and collaboration tools - **Lotus Notes, Lotus Domino, Smart Suite**

Portal – Delivers exceptional user experiences enabling personalized and compelling interactions with information, applications and people - **Portal, Forms**

Social Software & United Communications (SSUC) – Business collaboration and networking capabilities including dynamic profiles, wikis, blogs, shared files, team spaces and communities - **Quickr, Sametime, Connections**

SmartCloud for Social Business – Enterprise-grade file sharing, communities, web meetings, mail and calendar for any organization - **Lotus SmartCloud (formerly Lotus Live)**

#### Information Management

Optim – Data archiving, test data management, and data privacy solution - **Optim, Guardium**

Data Management – Manage business data and support operational and analytic applications with powerful data servers - **DB2, Informix, DB2 Connect**

InfoSphere – Comprehensive data warehouse platform and a wide assortment of smart analytic applications - **Initiate MDM, Info Server, Data Stage, Quality Stage**

IBM Big Data & Netezza – High-performance data warehouse appliance that makes advanced analytics simpler, faster and more accessible - **PureData for Analytics, InfoSphere, Big- Insights, InfoSphere Streams**

#### WebSphere

Business Process Mgmt – Provide easy, safe, reliable control over automated decisions used by business systems - **BPM, iLog (J Rules), Lombardi**

WebSphere Core – Middleware, application infrastructure, application integration, business rules management, and portal - **MQ, WAS, Message Broker**

Expert Integrated Systems – A platform system designed and tuned specifically for transactional web and database applications - **Data Power XI52, PureApplication System**

#### Cloud & Smarter Infrastructure (Formerly known as Tivoli)

Automation – Manage availability and performance of infrastructure, applications & business services  
**Netcool, Tivoli Monitoring, IBM Endpoint Manager**

Storage Management – Create a more responsive and resilient storage infrastructure **Tivoli Storage Productivity Center**

Enterprise Asset Management – Achieve greater efficiency by managing all your asset types on a single platform **Maximo, Tivoli Asset Manager, Tririga**

#### Industry Solutions

Commerce – Automate and integrate online marketing and sales processes across multiple channels - **Sterling Commerce, iLog Optimization, Websphere Commerce, Emptoris**

B2B Integration – Tools to help you more effectively drive revenue through your B2B sales channels - **Sterling B2B, Sterling Connect:Direct**

Enterprise Marketing Management – Enterprise marketing resource management **Unica, Coremetrics**

Smarter Cities – Solutions to help cities of all sizes become smarter - **i2, Intelligent Op Center**

### Open Distribution Products

Rational Open – Open products within the Rational brand - **PurifyPlus, Fortran & XL/C++ Compilers**

Security Systems Open – Open products within the Security Systems brand - **Tivoli Key Lifecycle Mgr (TKLM)**

Tivoli Open – Open products within the Tivoli brand - **Tivoli Storage Manager, Fastback**

WebSphere Open – Open products within the Web- Sphere brand - **BlueWorks Live, WAS Express**

Other Products – Platform Computing, GPFS, Intelligent Forms Processing - **Platform LSF, MPI, RTM, Analytics and GPFS**

## **Authorization Requirements**

The criteria for authorization to resell IBM Software products within the new Authorized Distribution model include:

Membership in the IBM PartnerWorld® program

- Approved participation in Software Value Incentive or Value Advantage Plus
- For SVI, technical and sales skills in the product groups you want to sell
- For VAP, an approved solution containing the product groups you want to sell
- An approved PartnerPlan
- Minimum revenue participation levels within SVI and VAP after the first year (10% of the total revenue (license and renewal) must pass through SVI and/or VAP; percentages may vary based on geography and country.)

**For a list of certifications by product group, please go to):** <http://www-03.ibm.com/certify/certs/index.shtml> (you will need to login with your IBM ID)

### **Two Entry Points**

The entry point for the new Authorized Distribution model is through the Software Value Incentive or Value Advantage Plus programs. With the new Authorized Distribution model, enrollment and authorization to resell will be granted at the product group level.

SVI: Standardized criteria will include technical certifications at the product group level and sales certification.

VAP: For each IBM software product included in a VAP approved solution, IBM will authorize the Business Partner to resell the corresponding product group.

Approval for the SVI and VAP programs is currently granted at the software brand level and will be modified to reflect product group levels.

**Not currently participating in SVI or VAP?** Apply now for SVI and/or VAP!

**SVI:** [https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel\\_sip\\_svi\\_main.html](https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_sip_svi_main.html)

**VAP:** [https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel\\_sip\\_vap\\_main.html](https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_sip_vap_main.html)

**You will need to be registered in IBM Software's PartnerWorld to utilize any of the links. If you currently are not enrolled in PartnerWorld, please use the following link to get registered:**

[http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/index\\_us.html](http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/index_us.html)

## **Ordering Requirements**

To assure prompt processing of your IBM Passport software purchase, please be sure to include the following information when placing your order with us:

1. IBM Software Reseller Passport ID number
2. PO number
3. End-user agency/organization name
4. End-user shipping street address, city, state and zip code
5. End-user contact name - first and last name required
6. End-user contact phone number
7. End-user contact email address
8. End-user Passport ID, Site and Agreement, if renewal is being ordered then renewal quotation #
9. If IBM special bid please provide bid #.

## **Product Delivery**

IBM Software's normal processing time on orders is 1 business day. New Passport customer can take up to 5 days. Licenses are delivered via email. The delivery must go directly to the end user on file with IBM. Media is downloadable for free from the enduser Passport Advantage secure login.

## **Renewals**

Renewals must be purchase before expiration date of the license

## **Pricing Programs**

Government/Education: Government agencies typically have agreement with IBM Software, please call our desk at 1 (800) 456-8000, ext. 66043 so that we can work with you to provide you with correct pricing.

## **Returns Overview**

### **Passport Advantage**

No returns policy

### **Passport Advantage Express**

Offers a 30 day Money-back guarantee

For clarification, note that if for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its POE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

- For clarification, note that for programs acquired under the IBM International Passport Advantage Agreement, this term applies only to your first acquisition of the program.

Please contact our licensing desk with any questions.

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