



1-800-456-8000 x66043

IBM-licensing@Ingrammicro.com

Desk hours - 8:30am-8:30pm Eastern

Market Development – Jessica Rosen

1-800-456-8000 x67375

www.ibm.com

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 January 25, 2010

WebSphere			
WebSphere Core	Business Process Management	Commerce	
Tivoli			
Storage Management	Security & Compliance Management	Automation	Enterprise Asset Management
Information Management			
Heritage CM	Data Management		
Lotus			
Portal			
Rational			

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

VAP: 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