1-800-456-8000 x66043
IBM-licensing@Ingrammicro.com
Desk hours - 8:30am-8:00 pmEastern
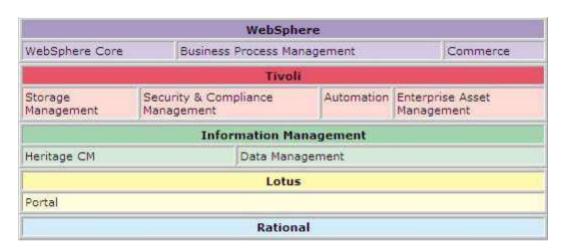www.ibm.com

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

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