



IBM Software Reseller Programs Cheat Sheet

SVP, VAP for Government, Authorizations



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

Security & 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	Risk Analytics	SPSS Enterprise	SPSS Statistics
Business intelligence & performance management platform	Business risk awareness and analytics	Predictive analytics suite	Open products within the Business Analytics brand
Cognos BI, Controller, Enterprise Planning, TM1	OpenPages GRC & FCM, ALGO Risk Management	SPSS Modeler, Data Collection, Decision Mgmt.	SPSS Statistics (requires additional paperwork)

IBM Collaboration Solutions (Formerly Known as Lotus)			
Messaging & Collaboration	Portal	Social Software & United Communications (SSUC)	SmartCloud for Social Business
Integrated collaborative environment including e-mail, calendaring and collaboration tools	Delivers exceptional user experiences enabling personalized and compelling interactions with information, applications and people	Business collaboration and networking capabilities including dynamic profiles, wikis, blogs, shared files, team spaces and communities	Enterprise-grade file sharing, communities, web meetings, mail and calendar for any organization
Lotus Notes, Lotus Domino, Smart Suite	Portal, Forms	Quickr, Sametime, Connections	Lotus SmartCloud (formerly Lotus Live)

Information Management			
Optim	Data Management	InfoSphere	IBM Big Data & Netezza
Data archiving, test data management, and data privacy solution	Manage business data and support operational and analytic applications with powerful data servers	Comprehensive data warehouse platform and a wide assortment of smart analytic applications	High-performance data warehouse appliance that makes advanced analytics simpler, faster and more accessible.
Optim, Guardium	DB2, Informix, DB2 Connect	Initiate MDM, Info Server, Data Stage, Quality Stage	PureData for Analytics, InfoSphere, Big-Insights, InfoSphere Streams

WebSphere		
Business Process Mgmt	WebSphere Core	Expert Integrated Systems
Provide easy, safe, reliable control over automated decisions used by business systems	Middleware, application infrastructure, application integration, business rules management, and portal	A platform system designed and tuned specifically for transactional web and database applications..
BPM, iLog (J Rules), Lombardi	MQ, WAS, Message Broker	Data Power XI52, PureApplication System

Cloud & Smarter Infrastructure (Formerly known as Tivoli)		
Automation	Storage Management	Enterprise Asset Management
Manage availability and performance of infrastructure, applications & business services	Create a more responsive and resilient storage infrastructure	Achieve greater efficiency by managing all your asset types on a single platform
Netcool, Tivoli Monitoring, IBM Endpoint Manager	Tivoli Storage Productivity Center	Maximo, Tivoli Asset Manager, Tririga

Industry Solutions			
Commerce	B2B Integration	Enterprise Marketing Management	Smarter Cities
Automate and integrate online marketing and sales processes across multiple channels	Tools to help you more effectively drive revenue through your B2B sales channels	Enterprise marketing resource management	Solutions to help cities of all sizes become smarter
Sterling Commerce, iLog Optimization, Websphere Commerce, Emptoris	Sterling B2B, Sterling Connect:Direct	Unica, Coremetrics	i2, Intelligent Op Center

Open Distribution Products				
Rational Open	Security Systems Open	Tivoli Open	WebSphere Open	Other Products
Open products within the Rational brand	Open products within the Security Systems brand	Open products within the Tivoli brand	Open products within the WebSphere brand	Platform Computing, GPFS, Intelligent Forms Processing
PurifyPlus, Fortran & XL/C++ Compilers	Tivoli Key Lifecycle Mgr (TKLM)	Tivoli Storage Manager, Fastback	BlueWorks Live, WAS Express	Platform LSF, MPI, RTM, Analytics and GPFS

Business Partner / Reseller Requirements

SVP Commercial Authorization
2 Technical Certifications in the Product Group you wish to sell into
1 Sales Certification in the Product Group you wish to sell into

SVP for Government Authorization
1 Technical Certification in ANY Product Group
1 Sales Certification in each Product Group you wish to sell into
Once you have your 1 Technical Certification , simply obtain additional Sales Certifications in other Product Groups to sell into those groups

Open vs. Authorized Product Groups
IBM Software Value Plus organizes all IBM Software Group products into Open products, and the Authorized portfolio; all IBM Business Partners may resell Open Products. Business Partners who wish to resell Authorized products must obtain authorization from IBM. Authorization is achieved at the Product Group level.

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