Information Management software

IBM

IBM Business Partners

1Q Information Management
Business Partner Resources Summary
January 2009

Dear IBM Business Partners,

The IBM Information Management Channels and SMB Marketing team is pleased to bring you the **1Q09 Business Partner Resources Summary** — a concise view of the latest Information Management product announcements, sales and marketing tools, programs, promotions and training options to help you drive increased pipeline and sales.

Please leverage the tools featured in this resource summary for a fast start in 2009.

We welcome your comments and suggestions. Please e-mail us at: ExecCom@us.ibm.com

Happy New Year and Great Selling!

Nancy Toda

Nancy Toda
Director, Worldwide Channels and SMB Marketing
IBM Information Management
IBM Software Group

IBM Information Management Channels and SMB Marketing was honored with the following 2008 awards:

- 2008 CRN Channel Champion
- VARBusiness Annual Report Card
- VARBusiness Tech Innovator Company of the Year

We are committed to helping our Business Partners grow profitably with solutions and programs to expand their businesses through collaboration and innovation.

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Business Intelligence and Financial Performance Management (Cognos)
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IBM Cognos Analytic Applications software available via Passport Advantage
IBM Cognos and Global Business Services Launch the Strategic Investment Management Blueprint
Data Management Servers and Tools
IBM solidDB Universal Cache V6.3 relational, in-memory database technology accelerates industry-leading databases up to 10 times faster
IBM solidDB™ V6.3 in-memory database optimized for extreme speed
IBM DB2® High Performance Unload V4.1 for Multiplatforms offers faster, easier, and more efficient database unloading and migrations
IBM Optim™ products: New enhancements and Value Unit pricing available
IBM Data Studio V2.1 software enhances capabilities to deliver and deploy enterprise-ready applications faster and with better performance, security, and manageability
IBM DB2 Performance Expert V3.2 for Linux®, UNIX®, and Windows® reduces deployment costs, enables more effective trend analysis and problem resolution
IBM DB2 Performance Expert Extended Insight Feature V3.2 delivers end-to-end database monitoring of Java database applications
IBM named VARBusiness Tech Innovator Company of the Year for the IBM Mashup Center in the Business Software, Enterprise category
Optim Database Relationship Analyzer for Linux, UNIX, and Windows simplifies managing your database environment
Optim Database Relationship Analyzer for z/OS V1.1 simplifies managing your database environment
Optim products available with Value Unit pricing and additional function
New Optim offerings: IBM expands integrated data management initiative to support heterogeneous application and database environments
IBM solidDB portfolio launches industry's first universal database cache
Enterprise Content Management
IBM Classification Module V8.6: Tame the explosion of unstructured content
IBM FileNet® Business Activity Monitor V4.5 enhances user experience with new reporting and dashboard features
IBM FileNet Content Manager V4.5 provides full content lifecycle and extensive document management capabilities for digital content

Highlights
Enterprise Content Management (continued)
IBM Content Manager OnDemand for Multiplatforms V8.4.1 adds integration with IBM Filenet P8, enhanced retention management, and optimized PDF handling
IBM Content Integrator Enterprise Edition V8.5 provides federated access to information stored in disparate content management repositories from IBM and third-party vendors
IBM Content Manager Enterprise Edition V8.4.1
IBM Content Manager for z/OS V8.4.1 delivers a highly scalable infrastructure that drives efficiency, productivity, and profit
Agile ECM: Software to help clients manage content, process and compliance for greater business agility
IBM Content Collector V2.1 enables organizations to take back control and unlock business value of content, while enforcing compliance and operational policies, all with lowest total cost of ownership
Information Integration and Master Data Management
IBM Rational Data Architect renamed to IBM InfoSphere Data Architect V7.5.1
IBM InfoSphere Change Data Capture V6.3 delivers real-time data integration for the global market under Passport Advantage
IBM InfoSphere QualityStage Modules cleanse, verify, and enrich address data for Version 8.1 customers
IBM InfoSphere Master Data Management Server V8.5 helps enable companies to gain control over their most critical information
IBM Industry Models V8.1 help accelerate the development of industry solutions
IBM InfoSphere DataStage Balanced Optimization V8.1 enhances the delivery of trusted information across the enterprise
IBM advances InfoSphere integrated platform—boosts Master Data Management, Data Integration, and Data Management Performance
More product announcements
For a 12-month recap, visit the Teaming with Business Partners site.

Upcoming Events

Resource	Description	Audience	Geo
IBM Information Management at Lotusphere January 18-22, 2009 Orlando, FL USA	If you're planning to attend IBM Lotusphere 2009, be sure to check out the Information Management sessions and exhibits. We will have four pedestals and 11 sessions featuring Information On Demand solutions including: • IBM Enterprise Content Management and Lotus® Quickr • IBM Content Collector and Lotus Domino • IBM Cognos® 8 BI and WebSphere Portal • IBM InfoSphere™ MashupHub and Lotus Mashups • IBM DB2® pureXML™ and Lotus Forms Register today.	Business Partners, customers	WW
IBM Information On Demand Conference Europe, Middle East and Africa June 2-5, 2009 Berlin, Germany	This event is the premier Information Management conference in Europe, Middle East and Africa (EMEA). It is the annual forum for leading organizations across the region—including key customers and Business Partners, press and analysts—to come together to explore the latest Information On Demand solutions and share their experiences and expertise with others in this ever-growing community. • Check out the preview video on YouTube. • Register today.	Business Partners, customers	WW

Resource	Description	Audience	Geo
IBM Information On Demand >>> Comes To You **IOD 2009 Comes to You (events scheduled for multiple dates and locations)**	We're taking the Information On Demand message directly to the people with a new revamped event series! These events are half- to full-day sessions that can help your customers discover how Information On Demand can help unlock the business value of information, fast track their most strategic initiatives and drive competitive advantage. Check out the preview video on YouTube.	Business Partners, customers	WW
IBM Information >>> On Demand 2009 **October 25 - 30, 2009** → Save the Date!	IBM Information On Demand 2009 is the premier information management event for business and IT professionals. Make plans now to join us at this year's global conference at the Mandalay Bay Resort and Convention Center in Las Vegas, NV USA. Registration opens soon.	Business Partners, customers	WW

Sales and Marketing Assets

Resource	Description	Audience	Geo
Presentations from Business Development Day 2008	The presentations delivered during Business Development Day of the Information On Demand 2008 Conference are now available.	Business Partners	WW
Trials and betas	Access available trials and betas to help you evaluate Information Management software.	Business Partners, customers	WW
Business Catalog for Information On Demand	Looking for materials to supplement your sales proposals? Want to find the latest Information On Demand lead and demand generation offers? We've compiled an extensive catalog of the latest resources including white papers, analyst reports, videos, demos and more.	Business Partners, customers	WW
Customer success stories	IBM Business Partners worldwide are delivering innovative solutions to help solve their customers' most pressing business challenges. Read the recently-published stories about successful IBM Information Management solutions, submitted by our Business Partners through the Change the World! Success Story Offer program.	Business Partners, customers	WW

Resource	Description	Audience	Geo
Resources for selling the IBM Information Agenda	On September 3, 2008, IBM introduced the **Information Agenda** approach to deliver information with speed and flexibility, enabling organizations to successfully transform into information-based enterprises. The Information Agenda approach brings together the right tools, processes and environment to enable customers to transform information into a strategic asset for sustained competitive advantage. Delivering the Information Agenda approach to your customers can be your competitive differentiator. By identifying the technologies and capabilities to help customers establish a common information framework and a plan for executing discrete projects, you can help them realize short- and long-term returns on investment. Start using the resources tailored to help you develop an information agenda approach that meets your customers' unique business needs.	Business Partners	WW
Information Agenda Widget	Business Partners and their customers can use the tools provided in the Information Agenda Widget to build an Information On Demand business case and gain support for their IT projects. Access the widget on the right side of the Information On Demand Web page.	Business Partners, customers	WW

Resource	Description	Audience	Geo
Social Media and Industry sites	**IBM Information On Demand** has gone viral! Check out these sites which are reaching thousands of customers and prospects worldwide — in a matter of minutes: • Information Agenda microsite on techweb.com • Internet Evolution • YouTube • Twitter	Business Partners, customers	WW
Tom Davenport Study: Linking Decisions and Information for Organizational Performance	This report by Tom Davenport describes a study of attempts by organizations to improve decision-making through the use of information. As part of his research, Davenport spoke with 31 managers in 26 organizations about specific initiatives their organizations had undertaken to improve decisions or decision processes. In each interview, Davenport asked about why the initiative had been undertaken, how the decision process varied before and after the intervention, and what steps were taken to provide the decision process and decision-makers with better or more trusted information.	Business Partners, customers	WW
White paper: The Information Agenda: Leveraging information as a trusted strategic asset for competitive advantage	This white paper makes the case for the information agenda approach — the comprehensive, enterprise-wide plan that a CIO, working with line-of-business colleagues, creates and implements to achieve both short-term tactical and longer-term strategic changes.	Business Partners, customers	WW
Webcast replay: The Information-Driven Enterprise: Constructing an Information Agenda for Business Optimization	Today organizations spend lots of time and money on systems and applications that support multiple business processes and transactions and in many cases these investments lead to cost savings, increased productivity, resource efficiencies and other advantages. In this webcast replay, **Ambuj Goyal,** general manager, Information Management Software, IBM Software Group, and industry experts discuss how to build an information agenda.	Business Partners, customers	WW

Resource	Description	Audience	Geo
IDG Client webcast replay: "The Information Agenda Imperative—Turning information into a competitive advantage"	Companies today are realizing that competitive advantage is harder to sustain when based solely on gains in productivity and cost efficiency. The focus is shifting to invest more in business optimization initiatives that rely on trusted information to develop new insights that deliver better business results. This webcast replay describes how the Information Agenda approach can address this critical business need.	Business Partners, customers	WW
Sales Guides	We provide several sales guides to help you learn about the IBM Information On Demand strategy and to successfully market and sell the Information Management portfolio.	Business Partners	WW
Sales and Marketing Kits	Sales and marketing kits consolidate the most valuable information about IBM Information Management products and solutions. These kits can help you to learn about each offering, how it works, what it works with. The kits contain ready-to-use materials and information for sales calls, demonstrations, presentations, proposals or to build your own marketing campaigns.	Business Partners	WW
Sales Playbooks	Sales playbooks are designed to make it easier for you to win business with IBM products and solutions. They contain detailed information about the latest sales plays and include special resources to help you identify and engage with prospects and close sales successfully. To determine which sales plays are right for your business, see the **Quick Guide for Sales Playbooks** (English version) (Japanese version) (Simplified Chinese version) for a summary of each playbook.	Business Partners	WW

Resource	Description	Audience	Geo
Campaign Designer	The following Information Management co-marketing campaigns are available in IBM Campaign Designer: • IBM CommonStore eMail Archiving and Preload • IBM InfoSphere™ Balanced Warehouse Solutions • IBM Informix® Dynamic Server (IDS) 11 • Software Solutions for Midmarket Customers • Software Group Advertisements	Business Partners	AG
Co-Marketing Programs and Funding Guide	To help you quickly identify ways to take advantage of Information Management co-marketing programs and funding, we've developed a quick reference guide. This guide provides Web links, IBM contacts and eligibility requirements for many IBM co-marketing programs and resources.	Business Partners	WW
Brochure: IBM Information Management offerings for midsized businesses	More than ever, midsized companies are recognizing the advantage of technology solutions to help them win in the marketplace. This brochure describes the Information Management offerings for midsized companies — software that integrates data and business content to leverage information on demand and help customers innovate and become more flexible, while making the most of current resources and controlling costs.	Business Partners, customers	WW
Teaming with Business Partners newsletter	Stay informed. Subscribe to the **Teaming** newsletter — published monthly to update you on the latest resources for selling IBM Information Management products and solutions.	Business Partners	WW
Teaming with Business Partners Web site	Designed to provide quick, easy access to sales, marketing and training resources, this Web site is your portal to Information Management, as well as IBM PartnerWorld®, programs and benefits.	Business Partners	WW

Programs

Resource	Description	Audience	Geo
Accredited for IBM Information On Demand Specialty **IBM Information On Demand Specialty**	Multiply your marketing results by taking advantage of IBM resources designed to help you grow your business. As part of the Information On Demand Specialty program, you'll have access to great **no-charge** benefits including: • Telemarketing or pipeline generation campaign • Professionally-produced success story • Jointly-hosted marketing event Specialty members are also entitled to display the exclusive Specialty emblem, a distinction that customers will appreciate. Qualifying for the Specialty program is easy. Sign up today and start using the enhanced benefits.	Business Partners	WW
IBM Software ValueNet	IBM Software ValueNet enables IBM Business Partners who meet value-add requirements to participate and receive program benefits for designated Software ValueNet products. Approved Business Partners may resell these products and provide consultative and implementation services. The following Information Management products are available in Passport Advantage® under the IBM Software ValueNet program. • IBM FileNet® products (effective 22 Jun 2008) • IBM Cognos® products (effective 06 Jan 2009) In addition, the IBM Software Value Incentive (SVI) has been expanded to include select IBM Software ValueNet portfolios.	Business Partners	WW

Resource	Description	Audience	Geo
IBM OEM Relationship	Developing an original equipment manufacturer (OEM) relationship with IBM can enable you to provide customer value and close deals quickly. Key benefits include: **For your customer:** • Simplified purchase decision process • Faster time to install, test and deploy • Single contact for application support, increasing availability and decreasing complexity **For you:** • Tighter, seamless integration • Simplified sales cycle with more account control • Increased revenue and profit opportunity	Business Partners	WW
IBM Solutions, Whitespace, Acquisitions and Channels (SWAC)	In these difficult economic times, we know that you need to generate business while maximizing your marketing investment so we've designed the IBM Solutions, Whitespace, Acquisitions and Channels (SWAC) program to help. SWAC is a nomination-based, global lead-generation program for IBM Business Partners. Through this program, you can take advantage of a fully-funded tele-tactic. For any solution built on Information Management technology, IBM SWAC tele-reps will make telephone calls on your behalf to your midmarket customer segment. Leads will be sent directly to you. For more information, please contact William Freiwah: wfreiwah@ca.ibm.com	Business Partners	WW

Promotions

Resource	Description	Audience	Geo
IBM Data Champion Program	Technical communities, Web sites, books, conference speakers and blogs all contribute to the success of IBM Data Management products. But these activities don't run themselves. Behind the scenes are dedicated and loyal individuals who devote their own time — without compensation. IBM is honoring the commitment of these individuals with a special designation — Data Champion — as a way of showing our appreciation for the time and energy these exceptional community members expend. Do you know an exceptional community member who should be recognized as a Data Champion? Nominate them today!	Business Partners, customers	WW
SAP Referral Program: Easy on you, big on rewards	Even if you don't integrate SAP solutions with your IBM Data Management offerings today, you can earn up to US$50,000 with SAP while helping your customers to address critical software needs beyond your areas of expertise. Join the referral program and submit opportunities that you think might be right for SAP. You'll earn on each qualifying lead that converts to a sale. It's simple to register, submit and track opportunities online.	Business Partners	WW

Resource	Description	Audience	Geo
Web Content Syndication	IBM offers Business Partners a Web content syndication benefit—at no charge—that allows you to augment your Web site with complete, compelling IBM marketing assets designed to help your company generate leads and drive sales. If you aren't yet syndicating IBM Information Management software marketing content on your Web site, we provide great introductory materials to get you started. If you are ready to implement Information Management software on your Web site, we provide the details to help you complete the implementation.	Business Partners	WW
Internet Marketing	Did you know that nearly 90% of IT decision makers use search engines to locate products and services? Using the Web is a critical component to the success of any business. This is why IBM offers compelling and effective Internet marketing benefits that IBM Business Partners can use to help build awareness and create demand generation. See how IBM's Internet Marketing tools can help you effectively leverage the Web to capture viable prospects and convert them into loyal customers.	Business Partners	WW

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Training and Certification

Resource	Description	Audience	Geo
Sales Training Curriculum	IBM offers PartnerWorld® members a comprehensive training curriculum for selling Information On Demand with IBM Information Management products and solutions. This curriculum provides the right level of real-world insight to help you identify, qualify and close business. Building your skills means you'll be prepared to ask the right questions and provide the right answers to successfully compete in the marketplace. The Information On Demand sales training curriculum has three skill levels: **Level 1: Basic** helps you to identify sales opportunities and perform initial qualification. **Level 2: Intermediate** prepares you to compete for Information Management business and win profitable sales. Upon completion of skill levels 2 and 3, you move to **Level 3: Advanced** as an Information On Demand specialist, enabling your company to qualify for the Information On Demand Specialty program.	Business Partners	WW
Know Your IBM (KYI) Program	The Know Your IBM (KYI) program rewards IBM Business Partners who improve their knowledge of IBM Information Management software and who make a personal commitment to help their customers understand, purchase and deploy these products. The KYI program offers several **learn-sell-earn** training modules to help you discover new sales opportunities for IBM Information Management software.	Business Partners	WW
Pre-Sales Technical Workshops	Several **no-charge,** instructor-led technical workshops on Information Management products are scheduled at various dates and locations worldwide.	Business Partners	WW

Resource	Description	Audience	Geo
Virtual Innovation Center (VIC) Courses	The Virtual Innovation Center is a training resource provided by IBM PartnerWorld® for Information Management online education, porting assistance, pre-sales resources, technical support, and more.	Business Partners	WW
Live Think!Thursday Sales Series, 22 January: "2009 IBM Business Partner Strategy"	Hear Mark Ouellette, vice president, Business Partner Sales, IBM Software Group, discuss what you need to know to be successful with IBM Software in 2009.	Business Partners	WW
Think!Thursday Sales Series (recorded sessions available for downloading)	The Information Management Think!Thursday sales series, hosted by IBM sales and marketing leaders, provides brand-specific and cross-brand enablement information to help you accelerate your business practices and sales opportunities. A live Think!Thursday session is held on the second Thursday of each month and recorded for your convenience. If you missed a live session, you can access the recording online at the IBM Virtual Innovation Center (VIC) Web site.	Business Partners	WW
Professional Certification	IBM wants to ensure that our Business Partners provide customers with the most qualified sales and technical support teams possible. IBM PartnerWorld® validates that its Business Partners have developed the sales, installation and support skills needed to cope within an increasingly complex marketplace. Take advantage of a broad range of Information Management professional certifications.	Business Partners	WW
Sales and Technical Sales Mastery Tests	Information Management mastery tests supplement certifications and are used by IBM to evaluate knowledge of IBM sales and technical professionals. As with certifications, the successful completion of a mastery test may be required for participation in some IBM Business Partner activities.	Business Partners	WW

Resource	Description	Audience	Geo
Everything Channel NetSeminar replay: "Solving the Data Management Riddle — Profiting from data compliance and complexity"	Facing the growing challenges of information overload and mounting regulations, companies must understand how their data is accessed or altered to ensure compliance. To drive their business successfully and stay competitive, corporations need to access the right data at the right time and deliver it to the right people. Tune in to this Everything Channel NetSeminar replay, and hear the panel of IBM and industry experts discuss how to profit from data compliance and complexity solutions. You'll also learn how to help your clients mitigate risk and increase profits with high-performance IBM Information Management software solutions.	Business Partners	WW
Everything Channel NetSeminar replay: "OEM—An opportunity to expand your market"	When you hear "original equipment manufacturer" (OEM), you may think of something tangible or hardware-related. Yet OEM applies to software too. Over the years, the OEM relationship has developed into a unique alternative to other reseller agreements. By teaming with IBM, thousands of OEMs have found proven ways to cut costs, speed business processes and software development, and increase productivity. Key benefits include better value to the customer, easier ordering and seamless integration. Tune in to this NetSeminar replay to learn more about the value of an IBM OEM relationship.	Business Partners	WW

Resource	Description	Audience	Geo
Everything Channel NetSeminar replay: "Information Agenda—Your entry point to revenue"	While you strive everyday to solve your customers' discrete information issues, what if you could create a vision to guide decisions and help customers determine how best to support their business goals? You could then identify the technologies and capabilities to establish a common information framework and establish a plan for executing discrete projects, realizing short- and long-term returns on investment. Your customers would see you as the trusted provider, ensuring a profitable, lasting relationship. Listen to this NetSeminar replay as IBM executives Tom Inman and Andrew Warzecha discuss your revenue opportunities in offerings customers solutions based on the Information Agenda approach.	Business Partners	WW
Everything Channel NetSeminar replay: "Data Management — Unlock the Business Value of Information"	Data management has evolved far beyond the information needs of the past. Based on the volumes of data and new technology like XML and Web 2.0, your customers are struggling to keep up with their data management needs. Learn how to: • Help your customers leverage information as a strategic asset. • Identify data management opportunities and deliver the solutions your customers require.	Business Partners	WW
Everything Channel NetSeminar replay: "How to benefit from Data and Information Management solutions including Business Intelligence"	This NetSeminar replay examines: • Market opportunity for Data and Information Management solutions. • How the customer opportunity is shaping the future for solution providers. The replay also includes a report from a solution provider on how to make money now and in the near future.	Business Partners	WW

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Useful Web Sites

- **Information Management Software (customers)**

- **Information Management Business Partners Portal**

- **Information On Demand (customers)**

- **Information Agenda (customers)**

- **Information Agenda (Business Partners)**

- **Information On Demand Specialty Program**

- **developerWorks® Information Management**

- **Information Management User Groups**

- **IBM Database Magazine**

- **PartnerWorld®** (membership details)

- **PartnerWorld ID and password help**

- **PartnerWorld Industry Networks**

- **PartnerWorld Express Advantage**

- **Independent Software Vendors (ISVs)**

- **Passport Advantage® Online for Resellers**

- **Software Online Catalog**

Information Management software