

IBM PartnerWorld Industry Networks

Benefits quick guide



Accelerate your success with
IBM PartnerWorld Industry Networks.

ENTER

ibm.com/partnerworld



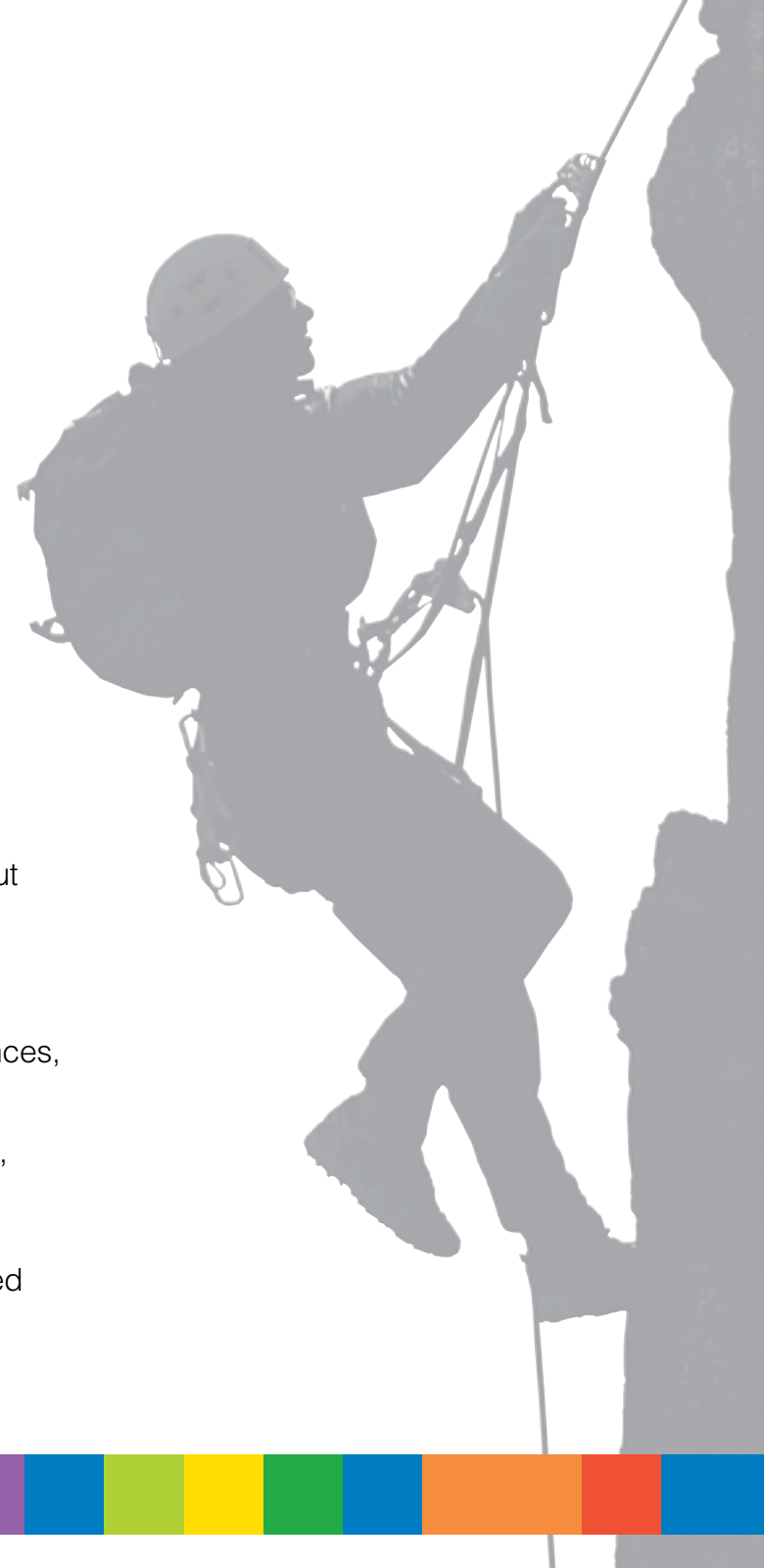
Join the winning team

Whether you specialize in a single industry or serve multiple marketplaces, you face a complex business environment filled with challenges—and exciting opportunities. Globalization has unleashed new forms of competition; yet it also provides unprecedented access to emerging technologies, skills and capabilities. To grow your business, you need to be able to navigate this global landscape. And to differentiate your business, you need to innovate, not only by inventing new products or services, but also by building a more innovative company.

IBM can help you do both with IBM PartnerWorld® Industry Networks. With PartnerWorld Industry Networks, you have access to a rich set of marketing and sales benefits, technical and training resources, and collaboration offerings designed to help you increase marketplace awareness, generate leads, close deals and expand your network of IBM Business Partners. By teaming with IBM throughout your business cycle, and by leveraging the people, technology, information and resources of PartnerWorld Industry Networks, you can drive growth and inspire innovation across your business and throughout your sales cycle.

Spanning 14 industry sectors—automotive, banking, education and learning, energy and utilities, fabrication and assembly, financial markets, government, healthcare and life sciences, insurance, media and entertainment, retail, telecommunications, travel and transportation, and wholesale—and a growing number of special communities and technology initiatives, PartnerWorld Industry Networks help you make the most of every opportunity. And thrive.

The resources of PartnerWorld Industry Networks are at your fingertips. You can get started today. Use the benefits one at a time or in unison. We're ready when you are.



Get started

What's in it for me?

How do I do it?

Explore benefit categories

Take full advantage of the wealth of resources available from PartnerWorld Industry Networks to help you develop solutions, go to market and close deals with IBM.

For PartnerWorld Industry Networks benefits, click on the links in “Benefits and resources” at: ibm.com/partnerworld/industrynetworks

Get familiar with IBM industry solutions

Make faster, more informed decisions about how to effectively integrate industry capabilities into your solutions.

Each guide outlines the solutions most demanded by clients in that industry, plus the most relevant IBM products and technical resources to address these needs.

To view the product guides for the industries you serve, visit: ibm.com/partnerworld/industrynetworks/benefits/enablement_guides.html

Access the IBM Virtual Innovation Center™ Web site

Get personalized guidance to help you build skills and applications, including access to the IBM technical enablement portfolio, around the clock and around the world.

To access the IBM Virtual Innovation Center, visit: ibm.com/partnerworld/vic

Connect with IBM teams and other Business Partners in your industry

Develop your network of IBM industry experts and Business Partners to explore joint sales opportunities.

Connection events pair industry content with partner-to-partner speed dating to help you expand the world of who you know—and who knows you!

To register for an industry networks connection event, visit: ibm.com/partnerworld/industrynetworks/connectionevents

Register your Business Partner network with IBM Value Net Connections

Use IBM resources to drive results for your Business Partner network with the Value Net Connections offering—including a business development consultation—to help identify and close business.

To register your Value Net, visit: ibm.com/partnerworld/valuenet

Move ahead

What's in it for me?

How do I do it?

Become an Advanced PartnerWorld member

Significantly expand your portfolio of marketing and sales benefits to help you go to market and close deals faster.

For assistance in qualifying as an Advanced Business Partner, request a marketing resource manager.

To become an Advanced PartnerWorld member, visit: ibm.com/isv/member/adv_benefits.html

To request a marketing resource manager, visit: ibm.com/partnerworld/vic and open an online chat.

Advertise and promote your company and solutions

Increase your visibility and generate awareness for your solutions on high-profile industry and technology Web sites, or in print publications, with discounted advertising.

Highlight your solutions on millions of ibm.com® pages to clients, Business Partners and IBM sales teams, using the Business Partner Application Showcase.

To view and request advertising and promotion benefits, visit: ibm.com/partnerworld/industrynetworks/market.html

To view these benefits, select *Discounted advertising package* or *IBM Business Partner Application Showcase*.

Generate leads and qualify sales opportunities

Target new business faster and develop a robust pipeline of qualified prospects with campaign execution benefits that help you:

Design and execute your own e-mail, direct mail and telemarketing campaigns quickly and easily.

Capitalize on IBM lead management services to ensure that prospects are delivered to you as qualified leads.

To view and request campaign execution benefits, visit: ibm.com/partnerworld/industrynetworks/market.html

To find the option that best meets your needs, select *E-mail and telemarketing*, *Direct mail and telemarketing* or *Telemarketing*.

Close more deals with IBM Sales Connections

Connect with the right IBM representative—in your prospect's territory—who will help you jointly engage and navigate the account, position your solution and solve your client's business problem.

Establish a track record of success with IBM executives and sales teams as a leader in your industry or region.

To submit your qualified lead, visit: ibm.com/partnerworld/industrynetworks/benefits/sales_connections.html

Experience PartnerWorld Industry Networks in Second Life

Connect with IBM and Business Partners in a unique 3-D interactive world, to establish business relationships that transcend physical and geographic boundaries.

To collaborate in Second Life, visit: ibm.com/partnerworld/industrynetworks/benefits/second_life.html



BACK

NEXT



Make the most of your membership	What's in it for me?	How do I do it?
Participate in a specialty area or technology initiative	Gain access to additional enablement, marketing and sales support in emerging technology areas—new business opportunities at the forefront of your industry—including SOA, Software as a Service, Linux® technology, open source, business continuity and more!	To explore the specialty areas, visit: ibm.com/partnerworld/mem/manage/pwp_specialties.html To explore technology initiatives, visit: ibm.com/partnerworld/pwhome.nsf/weblook/pub_initiatives.html
Target your top prospects to develop new business opportunities with pipeline generation*	Engage skilled telemarketing professionals to identify and develop net new business opportunities from a carefully selected list of your key prospects. They'll set up follow-on appointments with highly qualified leads, so your sales team can focus on closing high-potential deals.	To request a pipeline generation campaign, visit: ibm.com/partnerworld/industrynetworks/benefits/pipeline_generation.html
Showcase your solutions at industry trade shows and events*	<p>Make your event participation easy and affordable with IBM Business Partner events plus.</p> <p>Join IBM to host your client event at an IBM Innovation Center for Business Partners or IBM Forum Center worldwide, including catering and an industry expert to help deliver your message.</p> <p>Receive co-funding support from IBM to exhibit at a key trade show, as well as lead management services to help qualify leads.</p>	<p>To request a client events package, visit: ibm.com/partnerworld/industrynetworks/benefits/hosted_customer.html</p> <p>To apply for a trade show package, visit: ibm.com/partnerworld/industrynetworks/benefits/trade_show.html</p>
Ignite your Business Partner relationships with the industry networks Value Net package*	Design and execute coordinated sales campaigns across your Business Partner network to generate demand and turn prospects into clients.	To apply for the industry networks Value Net package, visit: ibm.com/partnerworld/industrynetworks/benefits/value_net.html
Promote your success with a published case study*	Generate excitement about your offerings by promoting your clients' successes in a high-quality marketing brochure produced by IBM.	To request a published case study, visit: ibm.com/partnerworld/industrynetworks/benefits/published_case_study.html

*Available only to Business Partners who qualify for industry-optimized benefits. Visit: ibm.com/partnerworld/industrynetworks/optimize.html

For more information

To explore IBM PartnerWorld
Industry Networks, visit:

ibm.com/partnerworld/industrynetworks

Reach higher with a team you trust



© Copyright IBM Corporation 2007

IBM Corporation
11400 Burnet Road
Austin, TX 78758
U.S.A.

Produced in the United States of America
06-07
All Rights Reserved

IBM, the IBM logo, ibm.com, IBM Virtual Innovation Center and PartnerWorld are trademarks of International Business Machines Corporation in the United States, other countries or both.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Other company, products and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

G310-0745-02

