

Learn how to submit IBM Smarter Planet Business Partner references: Podcast transcript
ibm.com/isv/news/podcasts/smarter_planet_references.mp3

© IBM Corporation 2009

Welcome to today's podcast on Smarter Planet references.

I'm going to talk to you today about a new opportunity for you to increase the strength of your marketing programs. You can do it by taking advantage of a major new initiative from IBM called Smarter Planet. I'm sure you've seen advertising about IBM's vision of a Smarter Planet across many major media outlets. Now, you can be part of it on IBM's Web pages.

Smarter Planet is a powerful marketing program that's going to set you apart from your competition. It's a game changer. We're looking for customer success stories, stories that showcase how IBM and its Business Partners are working together to create smarter customer solutions. Your solutions can get valuable exposure to thousands of customers, Business Partners, and IBM employees on our Web site. Right now, externally posted IBM success stories generate an average of 50,000 hits! And internally, you're getting 10,000 exposures.

Here's the good news: it doesn't require any new programs, expenditures, or commitments on your part. But we do need you to recommend to us customer solutions that meet the criteria for a Smarter Planet solution. You need to spell out exactly why they qualify, and that is the key to making your customer solutions, Smarter Planet solutions.

Today, we're going to describe the three elements that make up a Smarter Planet solution. After that, you'll be able to submit qualifying customer references.

All you have to do is to submit qualifying customer references. You know, basically, it's the same process you go through today. And that's where you submit a customer reference using the IBM Business Partner Client Reference submission form. It's on the PartnerWorld Web site at ibm.com/partnerworld/references. But don't worry about jotting down these URLs. They're all on the chart that's attached. You can print it out later.

There is an important difference in submitting one of these new references. You need to tell us why your reference should be tagged as a Smarter Planet reference. The payoff for you can be substantial. Like every one of our Business Partner programs, you know we're here to help you grow your business.

First of all, what should you be looking for in a Smarter Planet reference? The customer solution has to have three key characteristics. It has to be *instrumented*, it has to be *integrated*, and it has to be *intelligent*. I'll go through these three characteristics so you can spot them when you see them. But remember, we don't want you to turn over any new ground here. We just want you to look at the customer solutions you have closed already or are in the process of closing.

Now, let's look at the first Smarter Planet characteristic, which is *instrumented*. It's at the top of the chart on the page. Instrumented means data capture or integration. And that can be through

sensors, kiosks, meters, PDAs, appliances, cameras—just about anything, of course, including the Web. We're talking about anything that captures digital information, and feeds it into a system.

And, of course, that includes data that's already been captured—data that's just sitting in a databases, waiting to go. So almost anything that's digital is considered instrumented. This probably covers just about every customer solution you work on today.

Next, let's look at *interconnected*. Here we're going to identify data that is integrated laterally across an end-to-end process, a system, an organization, an industry, or a value chain.

It's all about the ability to integrate data. It's about the ability to interconnect using IBM middleware, connecting databases, using our WebSphere technologies. We're talking about anything where we are integrating homogenous or heterogeneous environments together. So, you know, it's more than automating an existing paper-based system, and it's more than a great new application that saves customers time and money.

We also look at solutions that integrate data in an unstructured way, and that includes Web 2.0 interconnectivity across people, across communities, and Google searches.

So the interconnected characteristic narrows your search down considerably. But remember, isolated solutions won't make the cut—even if they save your customer lots of time and money.

Now let's move to the final and most important characteristic of a Smarter Planet solution, and that is *intelligence*.

This sets Smarter Planet solutions apart from those of any competitor in the world. We start by considering only client systems that already are instrumented and interconnected. When you add the third element, intelligence, to the mix, through solutions that YOU help to provide, something dramatic happens. This is key. The customer now gains new insights across the system, and that enables actions that can take place in real time, supporting continual improvement. The outcomes improve the end user experience or the ecosystem.

And insights are gained in real time, or they're forward looking, or they're predictive. And the solution or the system is able to adjust or improve in an autonomic fashion.

It may be on different databases, it may be spread across geographies if it's a global company, or it might be a small or medium business that has disparate data in multiple places and they want to get a better view of it. Or they may want to understand the correlations. Or, you know, they may want to understand the connectivity of their data. But bottom line, they'll be gaining insights about their operations, marketplace or customers they never had before.

Here's what you need to ask yourself. What are clients now able to do today they weren't able to do before? Or what can they see today they weren't able to see before?

Examples might use analytics or things like RFIDs, or PDAs, or video camera imaging where

that information flows through a system, and now the customer wants to make sense out of it.

Here's a customer example. In Norway, a company called Matiq (Ma - TEEK) is a food service provider in the consumer products industry. And they tagged their food services and their food with RFID tags. So right off the bat, you know the system is instrumented and it's interconnected.

But now they've got the ability to quickly trace the flow of food back to its point of origin. They've got an understanding of the entire value chain—where the food originated, and each of the steps along the way.

So, when you go back and look at your customer references, keep the “Three Is” in mind—particularly the last I, which is Intelligence. And please make sure you clearly identify these three elements in your write up.

To submit a reference, go to the IBM Business Partner Client Reference Web form on PartnerWorld. The URL is ibm.com/partnerworld/references. Just type in your PartnerWorld user ID and your password. You'll come to the form. Read the instructions. Then choose PartnerWorld Industry Networks as your Business Partner solution focus area in the drop-down menu. You'll be asked if this is a Smarter Planet reference. Click “yes” and you'll be prompted to provide the key information we just talked about a moment ago. And again, you'll have to put in a little more effort to make sure the descriptions clearly identify why it's a Smarter Planet reference.

Once submitted, the reference will then flow through the normal processes for evaluation and publication. Now, once the reference is published, it's going to be reviewed for its Smarter Planet potential, and if it makes the cut, the results can be very beneficial for you and the customer.

The published reference will be part of the IBM Customer Reference Database. That's an IBM resource that is viewed daily by IBM sales executives, and other Business Partners. These people are looking for references—references that can help them close sales and win new business. And while we're talking about new business, you need to know that we build a one page PowerPoint for each Smarter Planet reference with the customer's name on it. That slide will be sent to you for your client to review and approve. And importantly, it's something you can use right away in your marketing and sales activities.

That's it. It's simple and straightforward. And like so many of our IBM Business Partner programs, the Smarter Planet initiative may help you reach new customers. And certainly, it will help spread the word about your unique capabilities in the marketplace.

For example, besides the PowerPoint reference, there are other marketing possibilities to help you build your business, such as an IBM case study. That's an in-depth look at your IBM/Business Partner solution. And Smarter Planet references definitely qualify for consideration here.

Now, for more information about the IBM Business Partner Client Reference program, just go to

bprefs@us.ibm.com. That's bprefs – B P R E F S. Now, if you have any questions, just call or e-mail either Jennifer Kinsmann or Tiffany Lawton, who are listed on the attached chart.

Good luck . . . and good selling!

#