



Grow your business with IBM Information On Demand

The IBM Business Partner Information On Demand Specialty

The IBM Information On Demand Specialty is your competitive advantage

Put the winners' strategy to work for you

We invite you to join with IBM to deliver innovative Information On Demand solutions to your clients. Only IBM has the end-to-end capabilities that empower Business Partners to help clients unlock the business value of information for competitive advantage. The unequalled portfolio of IBM Information Management solutions, along with your expertise, equips you to deliver valuable insights to optimize and transform your clients' businesses.

IBM has focused significant resources on Information On Demand—making sure that we have industry-leading strategies and solutions. Our IBM Business Partner programs are enabling our



Business Partners to sell more and help clients solve their business challenges. Over 2,000 Business Partners are taking advantage of our Information On Demand Business Partner Community for easy access to sales, marketing and education resources—along with our recent free Success Story offer.

Now, we've sweetened the deal! We're providing our Business Partners even more pipeline-building and demand-generation capabilities. To be sure that you can showcase your Information On Demand skills to your clients, we invite you to join our Information On Demand Specialty program.

When you qualify for the IBM Information On Demand Specialty, you have a unique opportunity to jointly market your company's skills with IBM in designing and delivering strategic Information On Demand solutions.

In addition, you can take advantage of IBM's investment in technical tools, such as IBM Solutions Builder Express Solution Starting Points, no-charge architectural consultations on our latest product features and technical solution validations and reviews.

What is the IBM Information On Demand strategy?

Gaining a competitive edge is never easy. Organizations today have learned that although it helps to be more productive and more efficient than their competitors, that alone is not enough. To sustain a competitive advantage, your clients need to do more than automate for efficiency—they need to optimize their business.

What's needed is innovation—part inspiration, part discipline and part another secret ingredient that they already have in their organization: information.

IBM Information On Demand helps your clients unlock the business value of information for competitive advantage. How? By freeing information from silos. By transforming it from conflicting and overlapping data points to accurate, integrated information they can trust. By delivering it in multiple, meaningful contexts across the enterprise. And by leveraging it to help them understand what is happening and why it's happening, and plan for what should happen next.

Information On Demand is hot! Today's leading CEOs agree that businesses need to do a better job of leveraging their information.

“Alpine’s Information On Demand accreditation is an acknowledgement by IBM and confirmation to our valued clients that we are able to bring forth solutions that will drive business value in our client engagements. This not only increases the ability to generate a real ROI, but also improves the time to market.” Stan Duda, EVP Sales & Marketing, Alpine Consulting

With Information On Demand, your clients can recognize and seize opportunities. Their partners can align with their goals. And their customers can benefit from a customized relationship. Your clients can optimize processes on demand and deliver actionable insight to every employee for every transaction, maximizing the potential of their information to drive better business outcomes. Help your clients start gaining and sustaining a business edge based on your secret weapon—Information On Demand.

IBM Information On Demand is a strategy to help your clients:

- Gain new insights from the information they already have
- Transform core processes by facilitating a free flow of information across their enterprise
- Understand and serve clients better by discovering new, innovative ways to approach the market
- Increase productivity through improved decision making
- Streamline compliance measures by more effectively managing information over the course of its lifetime
- Respond quickly to changing market conditions based on accurate, trusted information about clients and products
- Implement multi-channel marketing, financial risk insight, workforce optimization, dynamic supply chain management,

customer and product profitability, and other critical business initiatives requiring timely access to information and actionable insights

Benefits to your clients

Even today’s best-run organizations are challenged by the velocity at which business is accelerating, the sheer volume and variety of information and the complexities created by disconnected information silos. How do they drive revenue, service customers, comply with regulations and reduce costs if they can’t access trusted information when they need it? Our broad Information On Demand portfolio addresses your clients’ key priorities, including:

- **Enterprise Data Management**
Effectively storing, managing, integrating and accessing the diverse data and content across your enterprise won’t happen by accident. Instead, your clients need a dynamic information infrastructure that optimizes performance, reduces costs and unifies information—wherever it resides.
- **Enterprise Content Management**
Improve control and automate processes for managing growing content, records and storage. Reduce compliance risk while offering business benefits through immediate cost reductions and improved productivity levels.
- **Trusted Business Information**
Information you can’t really trust has high

cost, but low value. Good information is the key to sound decisions, effective customer service, deep business insight and true compliance. Our solutions help your clients take control of overflowing silos of data and content, delivering information they can trust.

As always, IBM PartnerWorld® members have access to complete “playbooks” containing demand generation templates, seminar materials, brochures, webcasts and training for each of these areas to really help you zero in on satisfying your clients’ needs.

IBM Information On Demand Specialty

The IBM Information on Demand Specialty recognizes Business Partners who have attained Information On Demand expertise. When you qualify for the IBM Information On Demand Specialty, you will receive an accreditation given to elite partners who meet IBM’s education, certification and technical validation criteria. This achievement gives you access to more IBM resources to better serve your clients and shows your commitment to delivering quality Information On Demand solutions to ensure your clients’ success.

Join the IBM Information On Demand Specialty and **put IBM’s marketing engine to work for you.**

When you qualify for the IBM Information On Demand Specialty, you gain access to enhanced PartnerWorld benefits that are tailored to assist you as you build your Information On Demand skills, including:

- A mark of accreditation to signify advanced skill with clients
- Success Story to showcase your solution and your success
- Demand generation to create and nurture leads
- Client events jointly hosted with IBM to stimulate interest
- Search engine optimization to increase your Web visibility

Now is a great time to qualify—let's get started!

Qualify for the IBM Information On Demand Specialty by meeting specific requirements that demonstrate your company's expertise in the fast-growing market for information management solutions.

Use the IBM Information On Demand Specialty and exclusive mark to:

- Differentiate your business in the marketplace
- Increase your visibility and awareness of your solutions
- Gain access to programs for improving market penetration
- Realize a greater return on your investment through a focus on key business needs



Qualifying for the Information On Demand Specialty requires demonstrated skills, technical solution reviews and proof of market success. We offer technical training, sales and technical certifications and mastery tests to hone your skill level—plus additional solution emblems and a client reference program. You can meet qualifications with your existing certifications, by earning new certifications or both. For more information about how to qualify, visit: ibm.com/partnerworld/infoondemand

Contacts

There's never been a better time to team with IBM. To indicate your interest in the IBM Information On Demand Specialty:

- Become a PartnerWorld member (if you are not one already). Go to ibm.com/partnerworld. For help, you can contact PartnerWorld Contact Services at 1-800-426-9990.
- Register for the Information On Demand Specialty. Go to ibm.com/partnerworld/infoondemand and click Getting Started.

Get started today at:
ibm.com/partnerworld/infoondemand



© Copyright IBM Corporation 2008

IBM Software Group
Route 100
Somers, NY 10589
U.S.A

Produced in the United States of America
10-07
All Rights Reserved.

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

Other company, product 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.