

**IBM Mid-market Solutions for
IBM Business Partners**



**Your pathway to profits:
IBM Business Partner Business Continuity Specialty**



Tap the business continuity market opportunity

To help you sell and deliver more complete business continuity solutions, IBM created the new Business Continuity Specialty that is delivered to you through IBM PartnerWorld®.

Minimal to no disruption is the goal for today's organizations when they are faced with planned or unplanned outages. The costs of business disruption can be severe in terms of financial standing and reputation and can lead to a loss of overall competitive advantage. Therefore, well-planned business continuity solutions become critical for organizations operating 24x7 in the global marketplace.

“Industry estimates indicate that upwards of 40% of companies that suffer a massive data loss will never reopen.”

—Gartner Group, *Disaster Recovery Plans and Systems Are Essential*

From high availability and recovery management to robust backup and restore capabilities, business continuity solutions help clients understand and reduce their risk of exposure to business disruption.

IBM is investing heavily in fostering a vibrant and skilled community of IBM Business Partners—a community that can deliver the business continuity solutions running on IBM infrastructure that clients demand. Working with IBM, solution providers specializing in business continuity solutions can tap into this growing and important market opportunity.

Now you can take advantage of this opportunity with help from IBM by qualifying for a business continuity specialty.

The mid-market infrastructure solutions opportunity

IBM estimates that the 2007 mid-market opportunity for infrastructure solutions such as IT optimization, IT security, business continuity and service-oriented architecture is estimated to be almost \$35 billion and growing at about 10% every year. One of the faster growing segments, business continuity solutions, which include availability planning, disaster recovery and data backup and restore solutions, are estimated to be over \$5 billion globally and growing at 11% annually.



Business continuity solutions

You might wonder why the business continuity segment is growing so rapidly. Every day, mid-sized companies face the possibility of a disruption to their normal business operations, which causes downtime and risks losing customers. In fact, industry estimates indicate that upwards of 40% of companies that suffer a massive data loss will never reopen.

IBM, in collaboration with Directions Research, Inc., surveyed more than 1,200 executive decision-makers at mid-sized firms in the banking, retail, healthcare, manufacturing and wholesale industries. The results indicated that:

- Nearly 3 out of 4 decision makers in the 5 industries said that IT disaster recovery is a critical capability for their operations.
- Conversely, less than 25% of the decision makers are confident that their current IT disaster recovery capabilities are complete and effective.
- Another 18% to 28% are in the process of building these capabilities, while 40% to 60% are beginning to plan around IT disaster recovery.

Business continuity solutions help meet these needs with:

1. **Data backup and restore solutions**—Prioritize backup and restore processes and media based on data type and criticality.
2. **High availability solutions**—Keep client critical business and IT processes available and resilient in the face of uncertainty.
3. **Disaster recovery solutions**—Help restore business operations according to recovery time and recovery point objectives—if the worst does happen.



IBM Business Partner Business Continuity Specialty

IT service and solution providers need to innovate to achieve competitive advantage and grow, but they don't always have an arsenal of resources to do so. After you qualify for the IBM business continuity specialty, you will have access to enhanced PartnerWorld benefits that are tailored to assist you as you build your business continuity skills. You can also access comprehensive hardware, software and services offerings that help you deliver better and faster business continuity solutions.

Additional marketing and business benefits include:

- Research on the market opportunity and trends around business continuity
- A mark of accreditation to signify advanced skill with clients



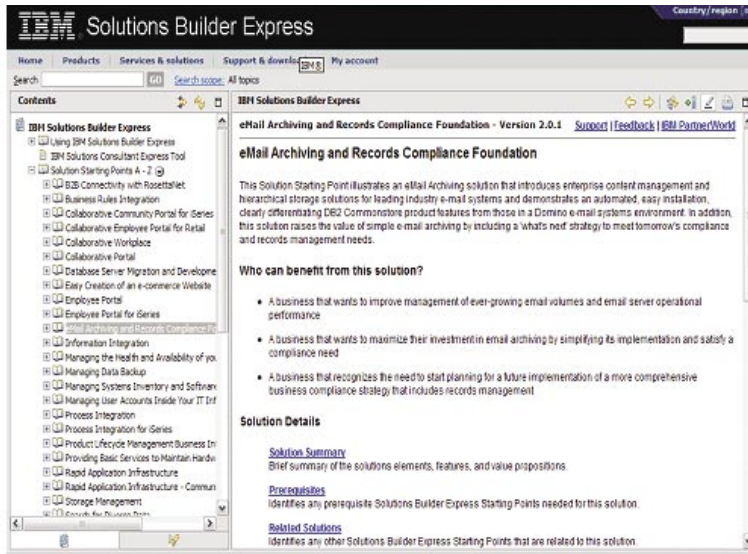
- Telemarketing and e-mail demand-generation to create and nurture leads
- Discounted print and electronic advertising to build awareness with prospective clients
- Face-to-face and online networking opportunities for developing strong relationships with IBM field teams and other IBM Business Partners and for building your solution ecosystem

As part of this specialty, IBM offers Business Partners a comprehensive portfolio of solution blueprints for building tailored solutions that address client business continuity challenges. The solutions blueprints include those for:

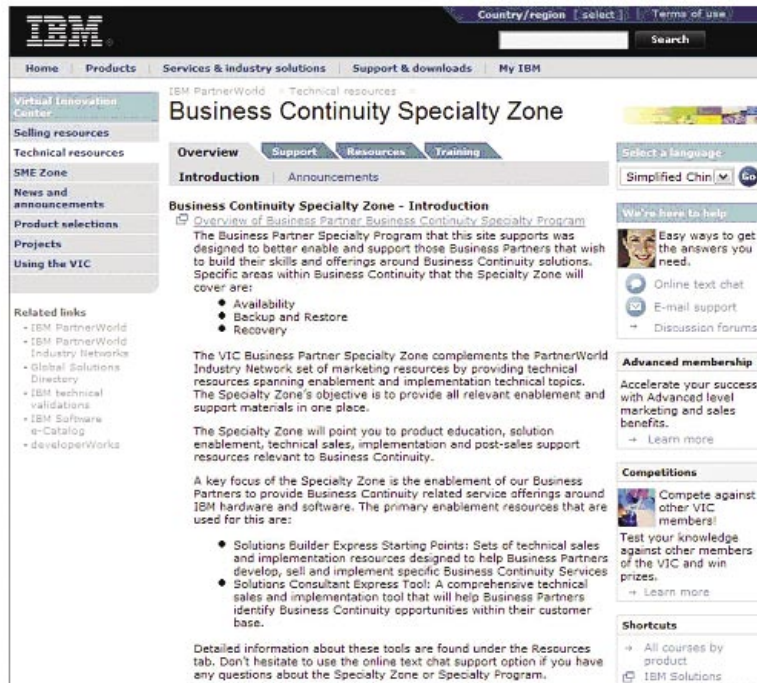
- E-mail archiving and records compliance foundation
- Managing data backup
- Storage Management Express
- Managing the health and availability of your IT infrastructure

Also, the IBM Virtual Innovation Center™ Web site features a new business continuity specialty zone that provides education, product materials and online, live chat support for architects and technical staff so that their questions and issues are addressed in real time.





IBM Solutions Builder Express starting points are sets of technical sales and implementation collateral that you can use to design, sell and deploy infrastructure solutions with IBM hardware and software. They help Business Partners develop services around these solutions to provide value to customers and incremental revenue to Business Partners.



The business continuity specialty zone on the Virtual Innovation Center site provides easy access to technical enablement roadmaps and education that can help you get solutions to market faster and more efficiently.

Getting started

Joining this specialty is easy for qualified IBM Business Partners who meet the skills and experience requirements.

Qualification requirements

Accreditation in the business continuity specialty requires demonstrated skills in multiple products, services and solutions that are based on multiple IBM brands, along with proof of market success. These include sales and technical certifications and successful customer case studies in that area of specialty.

You can meet these qualifications with your existing sales and technical certifications, by earning new certifications or both. The requirements information is available at:

ibm.com/isv/pw_solutions/bus_continuity

Where to go

To indicate your interest in an IBM Business Partner Business Continuity Specialty:

1. *Become a PartnerWorld member* (if you are not already one). Go to:

ibm.com/partnerworld

For help, contact PartnerWorld Contact Services at:

1-800-426-9990.

2. *Register for the Business Continuity Specialty* either as a system integrator/reseller or as an ISV. Go to:

ibm.com/isv/pw_solutions/bus_continuity and click the Getting Started tab.

Building business continuity solutions

When you use your value-added services and offerings with the IBM Solutions Builder Express blueprints and associated offerings, you can develop powerful business continuity solutions for your mid-market clients.

The following IBM hardware, software and services components are among those specifically relevant for building business continuity solutions.

IBM hardware components

- IBM High Availability Express Advantage Offerings Solution on iSeries™
- IBM System i™ Capacity Backup Edition
- IBM OpenPower™ Express family
- IBM System p™ and p5 Express family
- IBM System x™ and BladeCenter® Express family
- IBM System Storage Disk Express family
- IBM TotalStorage® DR550 Express V3
- IBM System Storage Tape Library Express family

IBM software components

- IBM Tivoli® Storage Manager Express
- IBM Tivoli Monitoring Express
- IBM Tivoli Continuous Data Protection For Files
- IBM DB2® CommonStore
- IBM DB2 Content Manager
- IBM DB2 V9

IBM asset-based service components and maintenance and support services

- IBM Express Online Backup for Distributed Servers
- IBM Express E-mail Recovery Solution
- IBM Express Implementation Services for Storage Consolidation
- IBM Express Desktop Management Services
- IBM Infrastructure Recovery Services for the mid-market

These service components and “post-sales” support are provided by IBM and sold by IBM Business Partners.

Business continuity case study: Terason (U.S.)

IBM Business Partner Broadleaf Services helped Terason, a producer of portable ultrasound equipment, achieve comprehensive data protection for uninterrupted operations, while reducing recovery processes from days to minutes with Tivoli Continuous Data Protection for Files software. The solution took just 5 minutes per workstation to install, and in total oversees 350 GB of information and supports 60 employee workstations.

“We found no other solution in the marketplace that could do what we needed. Additionally, Tivoli Continuous Data Protection was reasonably priced and the return on investment was immediate.”

—Mark LaForest, Senior Vice President of Operations, Terason

“Tivoli Continuous Data Protection is particularly attractive for small- and medium-sized businesses like Terason because it is very easy to deploy and automates the backup process for desktop and notebook systems. It has really raised the bar on the kind of protection that is available to the SMB marketplace, which traditionally hasn’t had access to this type of advanced functionality.”

—Jim Tenner, President, Broadleaf Services

Now is a great time to qualify

As an accredited member of the business continuity specialty, you have a unique opportunity to grow your business by designing, selling and delivering differentiated business continuity solutions.

You can take advantage of IBM’s investment in technical tools, such as Solutions Builder Express starting points and the business continuity specialty zone on the Virtual Innovation Center site. And with a comprehensive line of Express-branded offerings, including hardware, software and services, designed and priced for exceptional performance, manageability, ease-of-use and installation, there’s never been a better time to specialize with IBM.

You can use the IBM brand to enhance your competitive advantage in the marketplace, gain access to programs for improving market penetration and realize a greater return on investment through a focus on core solution areas.

Get started today at:

ibm.com/isv/pw_solutions/bus_continuity

For more information

PartnerWorld

ibm.com/partnerworld

PartnerWorld Express Advantage

ibm.com/partnerworld/smb

Business continuity specialty

ibm.com/isv/pw_solutions/bus_continuity

PartnerWorld Industry Networks benefits

ibm.com/partnerworld/industrynetworks/benefits

Solutions Builder Express

ibm.com/partnerworld/solutionsbuilder

Virtual Innovation Center

ibm.com/partnerworld/vic



© Copyright IBM Corporation 2007

IBM Corporation
New Orchard Road
Armonk, NY 10504
U.S.A.

Produced in the United States of America

04-07 All Rights Reserved

IBM, the IBM logo, ibm.com, BladeCenter, Express Middleware, iSeries, OpenPower, PartnerWorld, System i, System p, System x, System Storage, Tivoli, DB2, and TotalStorage are trademarks or registered trademarks of International Business Machine 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.

Microsoft is a registered trademark of Microsoft in the United States, other countries, or both.

Other company, product or 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.



G565-1533