

Teaming to win resources

Maximize the effectiveness of your Business Partner network to help drive sales



“The Value Net initiative also has helped to make Koma Nord capabilities and strengths better known in the marketplace, giving us better access to new solution partners and new clients.”

—Wojciech Kotas, vice president,
Koma Nord

Ignite your IBM Business Partner relationships

Successful Business Partner relationships are mutually beneficial and drive revenue for both parties. We know you have a network of Business Partners that helps you get your products to market and into your clients' hands. We also know that you want to expand that network. IBM is committed to helping you succeed.

Pursue joint business opportunities faster with help from IBM Value Net Connections

Quite simply, a Value Net is your Business Partner network. When you register as a Value Net, you gain access to additional collaboration resources—including a business development consultation—to help identify opportunities and deliver real results. Through Value Net Connections, you can locate the right Business Partner—ISV, reseller, system integrator or solution provider—and go to market faster and more effectively.

Depending on the goals of your Value Net — whether it's creating repeatable solutions or generating demand for your offerings — IBM will guide you to the IBM PartnerWorld® benefits that best match your teaming needs.

Drive results for your joint solution with the help of the industry networks Value Net package

You've succeeded in driving business with another IBM Business Partner. Now you can use the industry networks to ignite that relationship and drive revenue. Since Value Net members don't share marketing organizations, coordinating a sales campaign can be challenging. The industry networks Value Net package helps you design and execute a campaign to promote your joint solution to prospects. For example, you can use the client events package to host a sales briefing to help generate revenue for your joint solutions.



IBM provides the meeting venue, catering services and an appropriate sales or technical specialist to support your event. Or execute highly targeted e-mail and telemarketing campaigns to generate demand and validate leads for your solutions. Wrap up your campaign by using the pipeline generation offering to turn top prospects into clients.

For more information

To explore IBM PartnerWorld Industry Networks, visit:

ibm.com/partnerworld/industrynetworks

To learn more about teaming to win resources, visit:

ibm.com/partnerworld/industrynetworks/collaborate.html

To view qualifications for the resources described in this brochure, click on the links to:

- *IBM Value Net Connections*
- *Industry networks Value Net package*

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 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.

