IBM FlashSystem – Europe
"BP toolbox – Q415"

NEW Q415 - edition !! incl.

FLASH CUP 2016

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Nov. 2nd, 2015 – v3.0wk
IBM and Business Partner confidential

IBM

Content of FlashSystem Europe BP toolbox

- BP Flash Essentials – the center of all Flash relevant information
- BP Flash Essentials - what will you find in Flash Essentials?
- Storage Partner For Growth - eNews Europe
- "Why IBM FlashSystem ? - at a glance" – BP Sales broschure
- **Storage literature: the NEW Storage for DUMMIES-series**
- "Why should YOU and YOUR CLIENTS care about FlashSystem?" – 1pager for BPs
- **Flash – 2 Flash - 2 use cases: business results impact (T0), $-savings (T1)**
- Key conversations to have about IBM FlashSystem®
- **IBM FlashSystem key differentiators**
- **IBM FlashSystem - 4 steps to Sell**
- DEMOnstrate the beauty of IBM FlashSystem to your clients (POCs)
- **IBM FlashSystem – NEW seller enablement material**
- "FLiP-broschure" for DemGen-campaigns
- **Incentives & promotions on IBM PartnerWorld**
- **"Flash Cup 2016" – SELL YOUR WAY TO THE COTE d´AZUR!**
- **"Flash Cup 2016" - 1 pager-flyers (6 languages) & contest website**
- IBM FlashSystem videos – on YouTube (excerpt only)
- IBM FlashSystem – new FUN FACTS videos on YouTube
- IBM FlashSystem – Competitive resources (2 pages)
- **IBM FlashSystem – Tools and Resources**
- **IBM FlashSystem – Enablement & Education 2015/16 (2 pages)**
- IBM FlashSystem-branded merchandising for BPs & distributors
- IBM FlashSystem – web resources
- Learn more about IBM FlashSystem (desktop & mobile)
- IBM FlashSystem – IBM contacts

▶ **BACKUP:**
- IBM FlashSystem: Qualifying Questions
- IBM Flash Centers of Competency
- TCOnow! for FlashSystem
- Find IT
- Conversations (formerly called "Know on the Go")
- IBM PartnerWorld access & Web content syndication

NEW/UPDATED content in ORANGE !!

► **Did you know there is a <u>NEW CENTRAL PLACE</u> to find ALL things about Flash?!**

Flash Essentials
IBM

| Client Stories | Sales Info & Tools | Products | Solutions | FlashOne | Education & Events | Blogs & News |

The <u>BP Flash Essentials</u> is NOW live! You only need an IBM PartnerWorld login and to ask <u>Nathalie Bickley</u> or <u>Patty Crowell</u> to get you access to it, as well as to the "Flash Essentials"-newsletter.

What's in the Flash Essentials newsletter?
- New client wins
- New and refreshed assets/content
- Product updates
- Flash news & blogs

<u>Subscribe for Flash e-news:</u>
https: //ibm.biz/BdHXDN

What's new on BP Flash Essentials?
- Hot Topics on HomePage
- Easier to find assets and information with new buttons; sales Info & tools, products & solutions

Flash Essentials
Editor: Nathalie Bickley   Business Partner Edition # 5 - March 16, 2015
IBM and IBM Business Partners Only
Developed exclusively for IBM Business Partners, this newsletter should not be forwarded to any other partners or clients. The majority of links provided will take you to the assets on PartnerWorld as we provide you the latest "Flash Essentials" updates.

Welcome to a Special Edition of the Flash Essentials Newsletter
Dedicated to the new FlashSystem V9000 & FlashSystem 900
All of the content below (and more) is posted on the Flash Essentials Wiki. Need access go here.

FlashSystem Wins
BARCLAYS   ELECON   etisalat   Severstal   TSEC   HagaZiekenhuis

Check out our client stories
Want to see your client story featured? Let us know!

For more information, contact: Steven Rael

BP Flash Essentials - what will you find in Flash Essentials?

Over 150 client-facing win stories

Solution & industry based assets

► https://ibm.biz/BPFlashEssentials

Latest product info, sales tools, announcements & client decks

IBM FlashSystem™ 900

IBM FlashSystem 900 (Product Page)

Data Sheet   White Paper   Product Video

IBM FlashSystem™ V9000

IBM FlashSystem V9000 (Product Page)

Data Sheet   White Paper   Product Video

and MUCH more…

FlashOne   Education & Events   Blogs & News

► **"Partner for Growth" Storage BP eNewsletter:** subscribe <u>HERE</u>
Made in Europe, flavoured with local IMT-content, <u>monthly</u> released in 6 languages (ENG/GER/ITA/FRA/RU/SPA)
<u>Content:</u> Storage news, key promotions, announcements, sales plays, assets, local events, webinars, etc.

IMPORTANT:
do you receive this monthly already ?

► **Exclusively for IMT DACH BPs:** join the "Storage - community"- request access <u>HERE</u>

► 12 pages of seller enablement information about IBM FlashSystem (in English as PDF-file)

NEW !!

Download: click here

► **"Flash Array Deployment for DUMMIES" – booklet** (PDF)

► **"Software Defined Storage for DUMMIES" – booklet** (PDF)

► **"Clusters for DUMMIES" – booklet** (PDF)

IBM
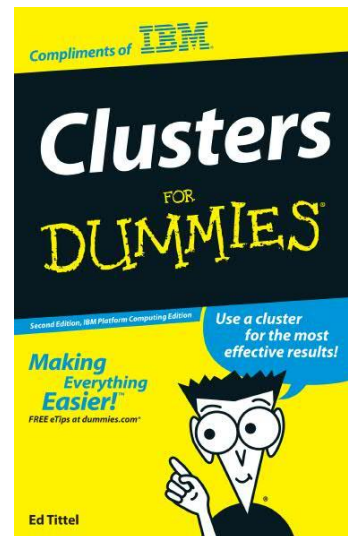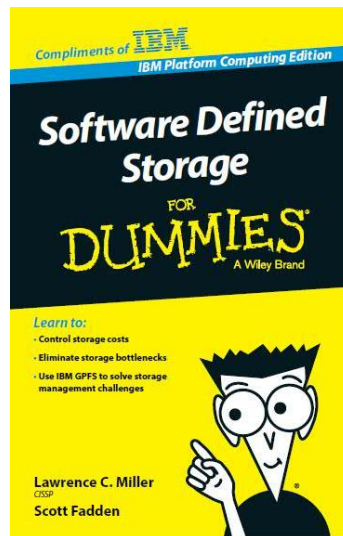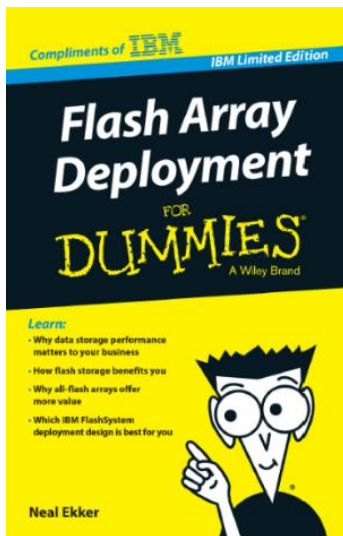
Economic Benefits for Your Clients

- IBM FlashSystem V9000 has a significantly _lower TCO than Tier 1 disk_ _with a full suite of software-defined storage features and capabilities_

- IBM FlashSystem V9000 is equal in price to spinning disk storage (TCO), but reduces physical footprint by 97% and power consumption by 95%

- Instant savings on CAPEX and OPEX – PROVEN !!

Performance Benefits for Your Clients

- Reduces application processing times up to 98%

- Delivers 100 microsecond response times and provides the lowest latency offering with greater capacity and reliability

- IBM FlashSystem is low-risk, _easy to manage, and easy to implement_

- IBM includes a Technical Advisor for the life of the IBM FlashSystem maintenance contract
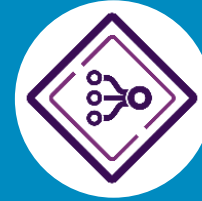
Benefits for You as a Sales Leader

- Flash is the fastest growing segment within Enterprise Storage and will be a $7B market by 2017 in WW (69% CAGR)

- IBM is ranked #1 by Gartner as the WW market leader in Flash Storage Solid State Arrays (May 2015) _ibm.com_

- IBM is the performance leader in flash technology. FlashSystem is proven reliable > _30 years of deployment success_

- Dedicated Sales & Techn. team _PW_

IBM FlashSystem: _lower IT costs, increase application performance, improve data economics and accelerate client business agility through faster insights_ = _FASTEST TIME TO MONEY_

Flash - 2 use cases: business results impact (T0), $-savings (T1)

**Tier0
Changing business results through fastest possible apps**
(single workload)

FlashSystem 900

WHAT?

FlashSystem V9000

**Tier1
Changing data economics through spinning disk consolidation**
(replacement of comp. disks)

(1) Flash as Tier0 = business conversation w/LOB:
if clients say **"YES, PERFORMANCE MATTERS** and delivers a **direct monetary benefit to us**" - on savings and/or more revenue.

(2) For KEY single workloads in ALL industries:
improves workload performance on applications such as IBM DB2®, Oracle, SAP, BI (SAS), System i-workloads, etc. – in: financial, telco, retail, healthcare, government, etc.

OLTP-based business apps
ie. fraud mngt, risk mngt, transactional systems, batch jobs, BI (SAS), etc.

SAP Batch jobs, SAP HANA

WHERE?

HOW?

(1) Flash as Tier 1 = business conversation w/LOB:
if clients **struggle with DATA GROWTH, STORAGE PERFORMANCE + COST.** IBM FS V9000 has a significantly **lower TCO than Tier1 disk** *with a full suite of software-defined storage feat. and capabilities.*

WHO?

(2) Instant savings on CAPEX and OPEX: PROVEN +90%!!
ie. in Data Center footprint, power & cooling cost, SW licenses, etc. Higher capacity + better reliability = perfect for consolidations (RTC!)

4 STEPS to SELL IBM FlashSystem:
1) **IDENTIFY** oppty with business impact (saving or more revenue)
2) **PREDICT / SIMULATE**
with SW-tools like AWR, FLiP, etc.
3) **PROVE** - by conducting a POC (onsite / remote: winrate = +90% !!)
4) **CLOSE -** table CLIENT VALUE w/TCONow!, guarantees, consumption models (CUOD)

IBM FlashSystem = UNIQUE:
1) Flash & Power (via CAPI)
2) IBM MicroLatency™ = lowest latency = highest performance
3) Market leader in 2012, 2013 + 2014

IBM + Channel Flash Sales Force:
• S&D IA & Ind. Account seller
• S&D Enterprise seller
• Midmarket seller & Digital sellers
• Storage brand: BSS & Flash/SDI
• Channel: BP & distributors

IBM

► Conversation Starters

The Five Identifying Problem Questions (CFO, CIO, DBA)

• Are you achieving your performance targets?
• What is your biggest performance problem?
• Would you like to increase scale and performance while minimizing administration costs?
• Would you be interested in discussing how to consolidate application hardware and licensing?
• Would a significant reduction in power and physical footprint be of interest to you?

(more in backup section)

► Value Propositions against Competition

Top 5 Reasons Why IBM FlashSystem is the Leader

• IBM MicroLatency™ performance with 90µs (write) and 155µs (read)
• IBM FlashCore™ enhances endurance 9x over an industry standard MLC implementation
• IBM is Ranked #1 by Gartner as the worldwide market leader in Flash Storage Solid State Arrays (Gartner, May 11, 2015) *IBM press*
• IBM FlashSystem V9000 has a significantly lower TCO than Tier 1 disk while offering a full suite of *software-defined storage features and capabilities*
• FlashSystem Tier 1 / compression guarantee

► Opportunity Identification/Progression

The Five Identifying Opportunities Questions (CEO, CFO, CIO, LOB, Application Manager)

• How would your customers (or users) benefit from faster response times?
• Would decreasing batch process times help your business scale?
• How would faster reporting impact your decision-making processes?
• Are your customers (or users) happy with the performance of your critical applications?
• What database and virtualization products are you using?
• Want more questions, go here *PW*

► Key Enablement

Education, Customer Material

• 12 IBM Flash Centers of Competency *PW*
• 15 trunk boxes at local CTS in the European IMTs for faster deployments
• Dedicated Flash Sales and Technical team *PW*
• Free Performance assessments with 95% close rate (AWR, FLiP, etc.)

BP Education

• Local FlashSystem BP Bootcamps (ask your local Storage SPR)
• Flash Essentials Wikis *PW*

IBM FlashSystem key differentiators

Lowest Latency
Fastest shareable storage WW
MicroLatency™

Enterprise Flash
= **fastest growing** segment
within Enterprise Storage
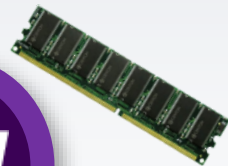(will be a $7B market by 2017 in WW = 69% CAGR)

Rich Heritage
+30 years of development

Enterprise Flash
*Fastest hardware path for IO.
Flash is NOT SSD!*

> 50% Real-time Compression
Break into non-IBM accounts

Most Efficient
High density. Energy efficient

IBM FlashSystem - 4 steps to Sell

How? What? Who? – proven & successful tactics to sell …

1 **Identify:**
the opportunities where **TIME & MONEY** is an issue and **GROWTH & COMPLEXITY** is getting too much

2 **Predict:**
Use **AWR-, FLiP- & other tools** delivering reports – **that PREDICT the future performance increase**

3 **Prove:**
Conduct POC to PROVE PERFORMANCE
  - **ONSITE** using a demo system available at local distributors and/or at IBM (ie. Try&Buy)
  - **REMOTE** via our IBM FlashSystem CoCs in Hursley/UK, Montpellier/FRA or Mainz/GER

4 **Close:**
Table **CLIENT VALUE: TCONow!, Guarantees, Consumption Models (CUOD)** to finish the **WOW** and **CLOSE the DEAL!**

DEMOnstrate the beauty of IBM FlashSystem to your clients (POCs)

for long demos

for long demos

for short demos

▶ **Access to local demokit via IBM CTS-trunkbox program**
  - every CTS-colleague is receiving a FS900 or V9000 (in Q3) in Europe
  - aim: for quick and shorthanded demonstrations (1-5days per client)
  - benefit from it: contact your local CTS and ask for cooperation

▶ **Try & Buy – program on IBM PartnerWorld**
  - for cases where clients tend to buy the systems
  - client can test the desired configuration and can keep it after purchase
  - duration: 60 days

▶ **NEW DDE program – for BPs & distributors**
  - get your own Flash-demosystem and use the NEW top-conditions (to be launched for HY0215 soon)
  - conditions: HW-discount -85%, SW for free, retention period: 6 months
  - **NEW!** MGF-budget **CAN** be used for purchase for Elite Specialty- and Specialty BPs

IBM FlashSystem – NEW seller enablement material

"Flash BP Essentials WIKI" - WW central repository on W3 connections

- **WW <u>FlashSystem Client references</u>**
  incl. 185 win-1pagers, key wins sorted <u>by industry & applications</u>

- **NEW! FlashSystem Sales Kits** (sector- & application focused)
  A) <u>Application Acceleration-kit</u> (batch)
  B) <u>Healthcare sector-kit</u>
  C) next: FSS & TELCO sector-kit coming soon

- **NEW! <u>Competitive Battlecards</u> IBM FlashSystem vs. key competitors**
  - EMC XtremIO, HP 3PAR, Purestorage, HDS VSP

"FLiP-broschure" for DemGen-campaigns

► **FLiP = Flash i performance tool**

– tool is a SW-app which will help you to find the IBM i jobs running at your clients that would most benefit from IBM FlashSystem technology.

► **FLiP-broschure (A4, 2pager, pdf) for clients:**

• Flyer availale to target <u>installed base i-clients</u>
  – for BPs to use for DemGen-campaigns
  – translated into EN/GER/SPA/ITA/FRA/RU

*Out NOW !
ask your Storage SPR*

Incentives & Promotions on IBM PartnerWorld

OUT NOW !!
launch: Oct. 20th

► **Brandnew FlashSystem Channel sales contest**

FLASH CUP 2016

Duration: Oct. 01st 2015 – March 31st 2016
VIDEO, **brochure** (both engl.) **& flyer** (1pager in EN/GE/IT/FR/RU/SP)
REGISTER at: www.flashcup2016.com
(incl. all details and T&Cs)

FlashSystemStudy Tour

Cote D´Azur – June 21-23, 2016 **incl. UEFA EURO 2016**, live match attendance

+200 amazing prizes !!

10x

► **Incentives & promotions** - on IBM PartnerWorld

► **Know Your IBM** **– KYI program**
Earn points for education – convert points into prizes

Certification: IBM Certified Specialist – FlashSystem Technical Solutions V1 **(New – now available!)**
Exam: Test C9020-465 – IBM FlashSystem Technical Solutions V1 (New – now available!)

WHAT IS IT & HOW DOES IT WORK?

WIN A V.I.P. STUDY TOUR PASS ▶ 🏆

... the „Flash Cup 2016" is a **FlashSystem Channel Sales Contest** for all European BPs and distributors running **from Oct. 1st 2015 – March 31st. 2016 (6 months).** Channel partners are encouraged to **SELL most predefined products** and hence to **collect most points** during the contest period (elibigle product set: V9000 = 3 pts, FS900 = 2 pts, 10x Spectrum Scale Enterprise Server Licences = 1pt.). Their „captain" needs to **register** their participation in this contest as BP-team upfront on flashcup2016.com. BPs & distributor teams will be aligned to predefined groups in which they will be compete against other BPs/distributros (Elite Specialty (IOT) vs. Specialty (per IMT) vs PGI (per IMT) vs distributors (per IOT). No manual claims required from BPs as nbr of products sold will be automatically detected and monthly uploaded on „League Tables" by IBM.

The main reward for the **25 group winners** is to become a VIP at the **„FlashSystemStudyTour"** on the Cote d´Azur (June, 21-23 2016) incl. attendance of a match of the UEFA EURO2016 football tournament (Nice, June 22nd).

GOLDEN TICKET ▶ 🎫

... the BPs/distributors who dont manage to WIN their group, but did achieve the set minimum clip level of points, will enter into a „lucky dip"(drawing), in which add. **7 GOLDEN TICKETS** will be available.

GOLDEN BOOT ▶ 👟

... reward for the **montly top performers** (ie. for Oct, for Nov., etc.) each group who will receive a monthy prize (ie. Sony PS4 & FIFA2016-game, Apple Watch, etc)

PLUS extra challenges:

PENALTY SHOOT OUT ▶ ⚽

after 6 months period we are rewarding the top3 - BPs & disties in each group (Flash & Spectrum Scale)

(A) „POC - challenge"
Nbr of registered & conducted nbr of POCs

(B) „Client references - challenge"
Nbr. of submitted of client references
(remark: distributors are excluded)

FlashSystemStudyTour,
Cote D´Azur – June 21-23, 2016 incl. UEFA EURO 2016 match

for 32 VIP - WINNERS

FLASH CUP 2016 - HOW to win ?

OUT NOW !! launch: Oct. 20th

IBM

FlashSystem Study Tour, Cote D´Azur – June 21-23, 2016 incl. EURO 2016, live match visit
(June 22nd, Nice/FRA)

MAIN CONTEST CHALLENGE:

1) **SELL YOUR WAY TO THE COTE D´AZUR** (incl. flight & hotel) by collecting most points* in your group and WIN the MAIN PRIZE (after 6 months)

Backup: „**GOLDEN TICKET**": if a BP/disti fails to WIN their group (but did achieve the set minumum clip level of points), then they will enter into a „lucky dip"(drawing)

GOLDEN TICKET ⟩

*Remark: 3pts for V9000, 2pts for FS900, 1 pt for 10x Spectrum Scale Server licences

2) „**GOLDEN BOOT**": monthly top performers (ie. for Oct, for Nov., etc.) will be rewarded in each group w/a monthy prize** (ie. Sony PS4 & FIFA2016-game)

GOLDEN BOOT ⟩
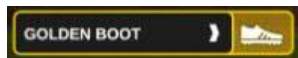
ie. Oct.

EXTRA CHALLENGES:

3) „**PENALTY SHOOT OUT**":
after 6 months period we are rewarding the top3 - BPs & disties in each group (Flash & Spectrum Scale) with selected rewards**

PENALTY SHOOT OUT ⟩

„POC challenge"
registered & conducted nbr of POCs

1st   2nd   3rd

„Client references challenge"
Submitted nbr of client references
(remark: distributors are excluded)

10x   1st   2nd   3rd

Remark**: reward elements shown are examples only, for final ones please see flashcup2016.com

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OUT NOW !! launch: Oct. 20th

(landing page: www.flashcup2016.com, access code: „**flashkickoff**")

(1pager flyer – available in ENG/GER/FRA/SPA/ITA/RU) download: **HERE**

(mobile website design)

More details and T&Cs under: www.flashcup2016.com

IBM FlashSystem - videos on YouTube (excerpt only)

► More about FlashSystem on these **YouTube channels** - click here:
IBM FlashSystem & IBM FlashSystem customer references

ValueProp & Solution Videos:

IBM FlashSystem Family is driving a shift in enterprise storage `0:53`

Elastic Flash: Enhancing software defined storage with IBM FlashSystem `6:28`

IBM FlashSystem V9000 combines all-flash enterprise storage with industry-leading performance `0:54`

IBM FlashSystem 900: All-flash enterprise storage that lifts your business to new heights `0:54`

IBM FlashCore Technology keeps you ahead of the storage game `0:50`

IBM FlashSystem Identity Insight `1:32`

Client Reference Videos:

Royal Caribbean Cruises Ltd. speeds ahead with IBM FlashSystem

Coca-Cola Bottling Co. Consolidated maximizes performance w/IBM FlashSystem

Paddy Power wins big w/IBM FlashSystem

Haga Hospital improves patient care with IBM FlashSystem `3:46`

IP Only- leading Service Provider get 100x Faster Analytics with IBM FlashSystem `2:59`

Interconnect meeting customers with infrastructure services that never fail

Whiteboarding/Animation Videos:

The Beauty of IBM Flash - New Version `3:13`

IBM FlashSystem for Charles, the CEO `3:05`

IBM FlashSystem for John, the Database Owner

IBM FlashSystem for Tony, the Operations Manager `2:01`

IBM FlashSystem for Tim, the Application Owner `2:50`

IBM FlashSystem – new FUN FACTS videos on YouTube

▶ **NEW !! IBM FlashSystem FUN FACTS videos** on **YouTube channels**:

- **IBM FlashSystem vs. CoffeeMakers**: https://youtu.be/KSNIMr9bS3M

- **IBM FlashSystem Origami**: https://youtu.be/TD-wSrDyHPU

by Thomas Sullivan, Business Unit Executive – IBM Storage Systems

    IBM and Business Partner confidential

IBM Sells More All-Flash Storage in 2014 Than Any Other Competitor

*IBM Extends FlashSystem Storage Leadership With Most Petabytes
and Units of All-Flash Storage Delivered*

US-press release: **May 11th 2015**, *according to Gartner Group*

IBM FlashSystem®
1 LEADER
SSA unit shipments & petabytes delivered
with 33% of the total All-Flash Array market capacity
Gartner Market Share analysis: SSD and Solid-State Arrays, Worldwide, 2014 **Published May 2015**

 IBM and Business Partner confidential

IBM FlashSystem – competitive resources (2/2)

> **IBM named a Leader in Gartner's Magic Quadrant for Solid-State Arrays**
>
> *IBM FlashSystem and IBM POWER8 servers help German Hydraulics Company HANSA-FLEX Deliver Parts to Customers in 24 hours*
>
> *US-press release:* **July 02nd 2015**, *according to Gartner Group*

Techline CompeteCenter
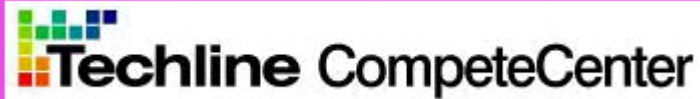
▶ **COMP** – competitive insights & resources on IBM PartnerWorld

▶ **New System Storage Competitive Sales Tool** – download here:

▶ Subscribe to our **Competitive Updates newsletters** and invitations for **Compete Break Calls**
 (to be notified by email, subscribe here: IBM Business Partners)

▶ **email to: compete@dk.ibm.com** … to get valueable tailor-made competitive Storage infos

► **IBM FlashSystem client references** – find many of them and submit yours
- under "Client Stories" on Flash BP Essentials WIKI (+185 wins)
- WW FlashSystem summary deck on IBM PW (+185 wins)
- References on IBM PartnerWorld
- References on ibm.com
- for your submission on IBM PW

► **IBM Client Centers** – for IBM FlashSystem client demonstrations
(also see "Flash Centers of Competency" in backup section)

IBM FlashSystem – Tools and Resources (2/2)

► **TCOnow! for Storage** incl. FlashSystem: now available for free!
(for more details: see backup)

► **Comprestimator tool** – estimates the expected compression rate

► **NEW !! Diskmagic by IntelliMagic:**
   IBM FlashSystem FS900 out now & for V9000 by Nov.

► **IBM FlashSystem FS900 & V9000: HighRes product photos**

► **NEW !! IBM Kaon product 3D animation service**
   Open the following webpage, select your desired product and **MOVE it around in 3D**
   https://apps.kaonadn.net/4882011/index.html#C181
   for FS900, V9000 and V9000/Versastack

► 2015/16 Technical events & conferences

Training - worldwide >

2015
Technical events &
conferences

Infrastructure skills matter

► 2015/16 TopGun training schedule

► FlashSystem BP enablement bootcamps
Ask your Storage SPR for the local schedule

► FlashSystem Webinar Sessions

New Registration for 2H 2015 - **Register here**

Oct 14 - **IBM and Actifio: An Enterprise DevOps Solution**
PLUS introducing the Application Acceleration Sales/Marketing Kit
Oct 28 - **Catalogic / Flash Centers of Competency**
Nov 4 - **Epic and IBM FlashSystem V9000**
Nov 11 - **Trizzetto / Spectrum Protect**

Replays:
Sept 30 - Launch Preview and New Tools to Help you Close FlashSystem Deals - MS SQL Server Analysis Tool + Copy Data Management (CDM)
Sept 16th - Competing Against Inline Dedupe and Compression
Aug 26th - Part 1: VersaStackTM with IBM FlashSystem V9000
          Part 2: Permabit SANblox and IBM FlashSystem V9000
Aug 12th - FlashSystem V9000 Implementation Workbook
July 15, 2015 - VMware / Flash Flip Tool | Timestamps
July 1, 2015 - Utilizing Oracle VDBench to Implement IDC AFA Testing Guidelines
June 18, 2015 - Flashonomics: A fresh look at TCONow!
June 17, 2015 - What's new from EMC and Pure Storage?
June 11, 2015 - All Flash Array POC Tool Kit
June 3, 2015 - How an AWR Analysis can be leveraged

► **IBM PartnerWorld Leadership Conference** – <u>link</u>

IBM PartnerWorld Leadership Conference

February 15-18, 2016 | Hilton Bonnet Creek, Orlando, Florida
#ibmpwlc

►**Interconnect 2016** – <u>link</u>

InterConnect2016

The Premier Cloud & Mobile Conference

February 21-25
MGM Grand & Mandalay Bay | Las Vegas, NV

Registration opens October 26

IBM FlashSystem-branded merchandising for BPs & distributors

A broad scope of IBM- and also IBM FlashSystem-branded merchandise items are available for purchase at the IBM logostore (incl. some NEW).

See some examples here (MGF-fundings can be used accord. to guidance):

Available today on US-site !
Also soon available on EU-sites !

2200 mAh Power Bank
$11.90

Earbuds in Pouch
$3.15

Moreno Short Sleeve Polo
$27.30

Newport Pen With Stylus
$1.29

IBM FlashSystem T-Shirt
$9.70

Smartphone Twist USB 8GB
$10.96

Renegade Aluminum Flashlight
$3.20

Rotate Flash Drive 8GB
$5.95

Titleist Pro V1 Golf Balls
$62.70

Nike Golf Micro Pique Polo
$31.96

Balmain Ballpoint Stylus DS
$6.90

LED Aluminum Flashlight DS
$3.90

IBM FlashSystem – Web resources
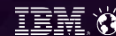
► IBM.com – website
under "products" → under "FlashSystems"

► FlashSystem on IBM PartnerWorld
under "products" → under "FlashSystems"

 IBM and Business Partner confidential

Learn more about IBM FlashSystem (desktop & mobile)

IBM

FindIT

▸ Find an asset in seconds → bookmark this link!

Use Quick Filters to narrow IBM's best assets to your specific sales situation (without having to search SSI), and switch between products and solutions in seconds. Available for Systems and S&D. Sign in with IBM intranet ID and password. Training and FAQs

Conversations
Priority sales
conversations/plays

▸ Conversations (formerly Know on the Go) delivers IBM's priority sales conversations (plays) pre-packaged with seller coaching, client references and assets organized by sales stage. Use Know on the Go's Presentation Mode (hides internal content) directly with clients for impressive visual impact.

DiscussIT
Digital
whiteboards

▸ Lead a whiteboard discussion without having graphics skills and without turning your back to clients. Each digital whiteboard is pre-loaded with icons grayed out on the screen. Simply tap each icon to bring it to life as you're ready to discuss it. For Systems. Register at bit.ly/registeritibm. Bookmark this link!

(for more details: see backup)

► For further information about IBM FlashSystem please **contact your distributor, local PCR, Storage SPR or FlashSystem-/Storage BSS seller …**

BACKUP

- IBM FlashSystem: Qualifying Questions
- IBM Flash Centers of Competency
- TCOnow! for FlashSystem
- Find IT
- Conversations (formerly called "Know on the Go")
- IBM PartnerWorld access & Web content syndication

          IBM and Business Partner confidential

IBM FlashSystem: Qualifying Questions

IBM FlashSystem®: Qualifying Questions

Qualifying Questions to Identify Flash Opportunities

IBM FlashSystem can be a godsend to the right client. In most serious IT environments the performance of core IT applications are critical to the mission that they have been given the responsibility of fulfilling. They have applications with performance problems and applications that are tasked to have the highest performance possible. Typically they have tried ALL of the following approaches to increase application performance:

1. Adding servers or faster CP
2. Adding memory to their serv
3. Adding more and more spin
4. Lengthy, expensive, and co

Each of these steps offers some g
IO bottlenecks.

Our clients continue to hear from t

Questions to ask your clients to expose a need for FlashSystem
Includes explanation as to why you are asking these questions and links to additional resources

Do you run Oracle or some other database that is critical to your mission?

Oracle applications are a sweet spot for IBM FlashSystem products. We have numerous whitepapers, books, tools and success stories adding credibility to our sales efforts to Oracle clients. Oracle is an expensive enterprise application where the cost to improve performance is easy to justify.

White Paper: Faster Oracle Performance with IBM FlashSystem
White Paper: Oracle ASM and IBM FlashSystem best practices
White Paper: Using Oracle ASM Preferred Read Failure Groups with FlashSystem
Case Study: SSB puts reliable public transport on the fast track with IBM and SAP
Client Reference Video: Accelerating SAP @ Cegeka (MSP) with IBM FlashSystem
Case Study: Royal Caribbean Cruises Ltd: Building a solid base for innovation and growth with enterprise-reliable IBM storage technology

IBM Internal Link

Business Partners Link

TCOnow! for FlashSystem

IBM Internal Link

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IBM Flash Centers of Competency

IBM

- 12 Global Locations
- Educate and validate where clients can gain value from flash solution
- Mission includes
  - Benchmarks
  - Consultative assessments at Client's site
  - POC's (Proof of Concept)
  - Demos, Workshops, Briefings
  - Test, Configure, and Measure Flash Solutions
  - Lab Services Flash Acceleration Program
  - Data Pattern Analytics initiative

[Map showing locations: Poughkeepsie, Gaithersburg, Littleton, Raleigh, Sao Paulo, Hursley, Mainz, Montpellier, Bangalore, Beijing, Makuhari, Singapore]

IBM Expertise Accelerates Value Delivery
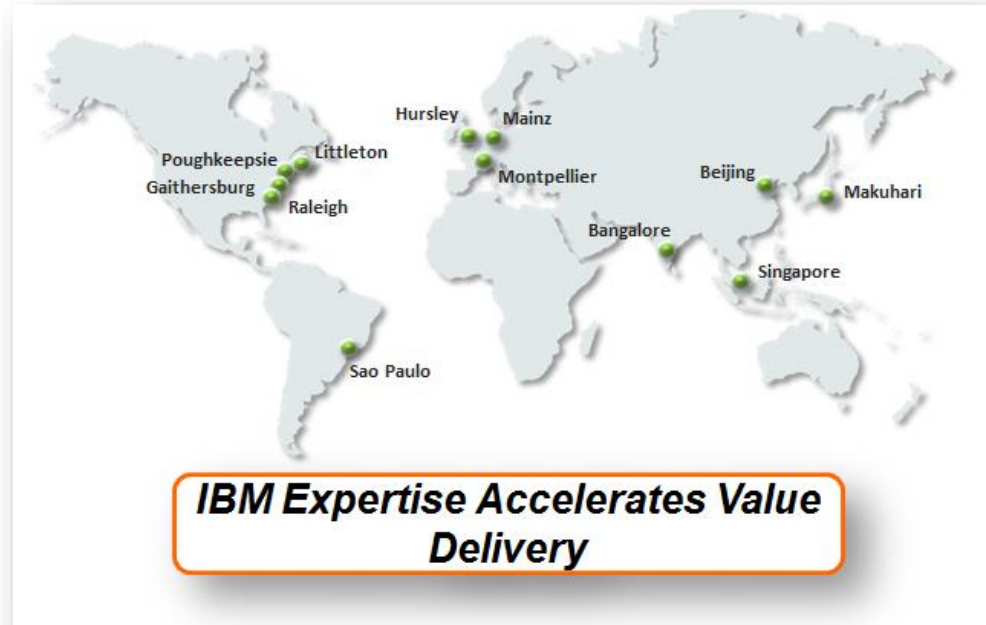
Flash CoC White Paper
Taking the Mystery out of Flash

List of Flash CoC Resources
IBM | PW

Flash CoC List of Available Demos
Prepare yourself to win that big account

"Customers can bring their actual data and run their exact workload on the exact hardware and software they have in their own data centers."   Jim Surmacewicz, IBM Business Development Executive

Conversations (formerly called "Know on the Go")

IBM Internal Link

Business Partners Link

Conversations, Plays & Tactics

IBM and Business Partner confidential

Find IT

- **Watch client reference videos & demos**
- **Listen to elevator pitches**
- **Download presentations and one-sheets**
- **Get tips, tricks, and expert advice**
- **Link to education and tools**

IBM Internal:
https://findit.cloud.dst.ibm.com/

Business Partners:
http://findit01.atl.edst.ibm.com

IBM PartnerWorld access & Web content syndication

▶ **IBM Communications and PartnerWorld – all the Storage news you need**

	Vehicle	Description	
Email Communication Setup your PartnerWorld Profile	News	Special newsflashes with the latest news customized to your preferences.	
	PartnerWorld Weekly newsletter	A weekly newsletter of articles tailored to your profile.	
	PartnerWorld Monthly newsletter	Includes Executive Corner messages, product and solution content tailored to you.	
PartnerWorld website	PartnerWorld Storage homepage	Look to the Storage set of pages on PartnerWorld for comprehensive marketing, sales and technical assets to drive business	Link
	Storage Announcements	The latest Storage announcements are featured on this handy page	Link
	Storage Letters	Search for announcement letters by product, date or location	Link
	Partner Locator tool	Public link for customers and others to find top BPs by skill, geo etc	Link

▶ **Web content syndication – all NEW Storage content!**

- IBM Web content syndication allows Business Partners to leverage IBM marketing content on your website to promote your storage solutions and generate leads.
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- IBM DCM content syndication is easy to use and it's **free**. The content is delivered automatically to your website in 12 languages.
- The system includes built in lead response forms so you can track, analyze and manage leads. All leads are sent directly to you.
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