IBM Partner Marketplaces

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IBM Partner Marketplaces

Market Insights

Why Digital Marketplaces?

- **Why use a marketplace?**

- **Customer first → digital delivery**

- **The network effect**

Cloud Marketplace Reseller

- **Why become a Cloud Marketplace Reseller?**

- **Getting started**

- **Cloud Marketplace Reseller incentives**

- **PartnerWorld benefits**

IBM Offerings

FAQs

We are experiencing a generational global transformation that is touching every aspect of our world, our lives and our businesses

In 2017, over 1/3 of all tech spend was for digital transformation.

By 2021, at least 50% of global GDP will be digitized.

Technology advances
Accelerating digital transformation, cloud evolution, edge computing and AI are driving new technologies in hardware, software, and services

Market shifts are redefining everything from buyers, to competitors, to ecosystems

Ecosystems will dominate by 2021

$480B
of revenue will flow through BPs and digital environments or 66% of all IT non-services revenues.

**Half** will be digitally enabled/delivered.

A third will be developed via **partner to partner** enablement.

Source: IBM MD&I Analysis for Buyers, Competitors and Ecosystem Dominance, GMV 2H18 for Delivery Models, IDC 3Q18 Server Tracker for Infrastructure Renaissance IBM Market Intelligence data is provided for illustrative purposes and is not intended to be a guarantee of market opportunity.
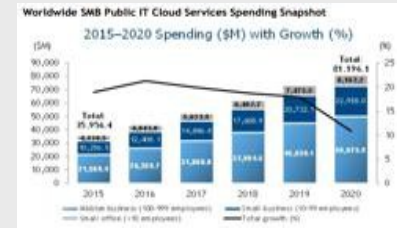
Build your Growth Engine

IBM has a variety of XaaS offerings; available around the world today today
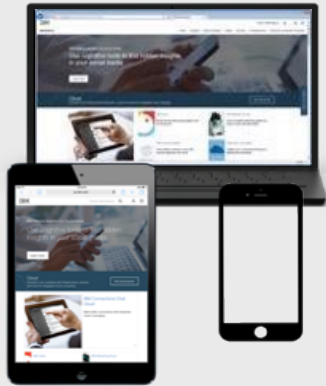
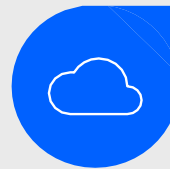IBM has syndicated our cloud-enabled offerings to fuel authorized partner marketplace platforms

Cloud marketplace platforms increase your velocity and reach to capture the fast-growing commercial segment

Client First → Digital Delivery

Client

- Free Trials
- One-Stop Shop
- Multi-Vendor
- Bundled Services
- Manageability
- Partner Services
- Auto-provisioning

Point, Click, Purchase &Go

Multi-vendor XaaS

Partner Ecosystem Services

- Digital delivery to address customer expectations and user experience

- Quick and easy **access** to try or purchase

- **Manage** multi-vendor offerings via one pane of glass

- Leverage an IBM Partner Ecosystem of resources to purchase and/or implement

The Network Effect: IBM Partner Ecosystem is Critical!

Client

- One-stop shop
- Flexible payment terms
- Unified reporting & billing
- Identity & user management

Cloud Marketplace Reseller (CMR)
Drive traffic to the platform

- Drive consumption and ease customer adoption of XaaS offerings
- CMRs play a critical role as the client interface

Cloud Aggregator (CA)

- Provide a cloud "shopping" experience
- Bring a variety of vendor offerings together in a single interface → easy bundling & provisioning

IBM

- Digitally enabled channel ready offerings
- API management technical/sales enablement
- Developer tools/sandbox

Make Markets & Transform Industries/Professions via Partner Marketplaces with IBM Offerings

Select IBM XaaS offerings are now API enabled to work seamlessly within Partner Marketplaces and "Snap fit" to existing offerings.

Device Security, App Synchronization, Analytic Dashboards and Data Transfer can be bundled with existing applications and network services under one bill.

IBM provides an operational framework that enables business customers to explore, learn, try and buy IBM offerings in a modern, digital buyer journey.

Why buy IBM Offerings via a Partner Marketplace?
- Take back control
- Move with speed
- Manage your earning potential
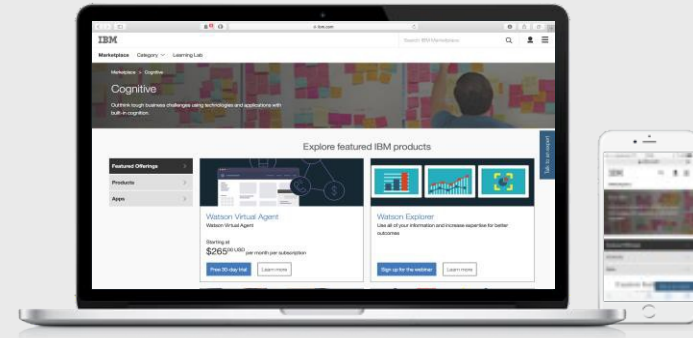
3PM: Why Become a Cloud Marketplace Reseller?

1 Take back control

➢ Free Trials*

➢ Worried about overages: there's an API for that → billing API
   - Some offerings that have overage in traditional programs do not have overage in digital (i.e. MaaS360)

➢ Maximum of 30 days notice to cancel for end-users (on your terms)

2 Move with speed

➢ Auto-provisioning capable offerings

➢ Migration processes are available from non-digital models to 3PM at the time of subscription renewal**

3 Manage your earnings

➢ **Earn 20%** reselling IBM SaaS offerings via an approved IBM Cloud Aggregator***

*SaaS trials available for select offerings; IBM Cloud Lite Versions available for most offerings; please contact your IBM rep for more information
** Please check with your Cloud Aggregator to confirm migration process availability on their platform
*** IBM Cloud Aggregators shall have sole discretion in determining the amount of rebate the Cloud Aggregator provides the Reseller, if any. Resellers should discuss the rebate directly with their Cloud Aggregator.

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Call to Action – Cloud Marketplace Resellers

Engage quickly and easily, increasing speed to market and growth - *Get started today!*

① Choose a Cloud Aggregator

② Become a Cloud Marketplace Reseller

https://www.ibm.com/partnerworld/page/cloud-marketplace-reseller-onboarding

- Register in IBM PartnerWorld
- Already a partner? Simply use your existing CEID and **continue** to earn benefits
- "Click & Accept online the IBM CMR Agreement*
- Receive confirmation that you are approved → Start Selling!

③ Start selling

- **Earn 20%** reselling IBM SaaS offerings via an IBM approved Cloud Aggregator**

* Should the IBM CMR sell more than $100K in a year, then the full IBM CMR On-boarding will be required. The Full IBM CMR On-Boarding includes: Global Compliance Questionnaire, and Integrity Training
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Maximize Your Earning Potential: BUNDLE UP!

- Bundle IBM offering with other IBM offerings and/or complimentary offerings to **earn more**

- Sell subscription (12-month) as opposed to month-to-month w/up-front billing

- Add onto/expand existing subscription

Cross-Sell & Up-sell

Anchor

Earn w/3rd-Party vendor

Email + Productivity Suite

Value Add

Earn **20pts***

IBM SPSS Stats/Modeler
Perfect add to spreadsheet tools – Education

Analytical & Stats Tools

Tools & Utilities

Earn **20pts***

IBM MaaS360
Protect your device
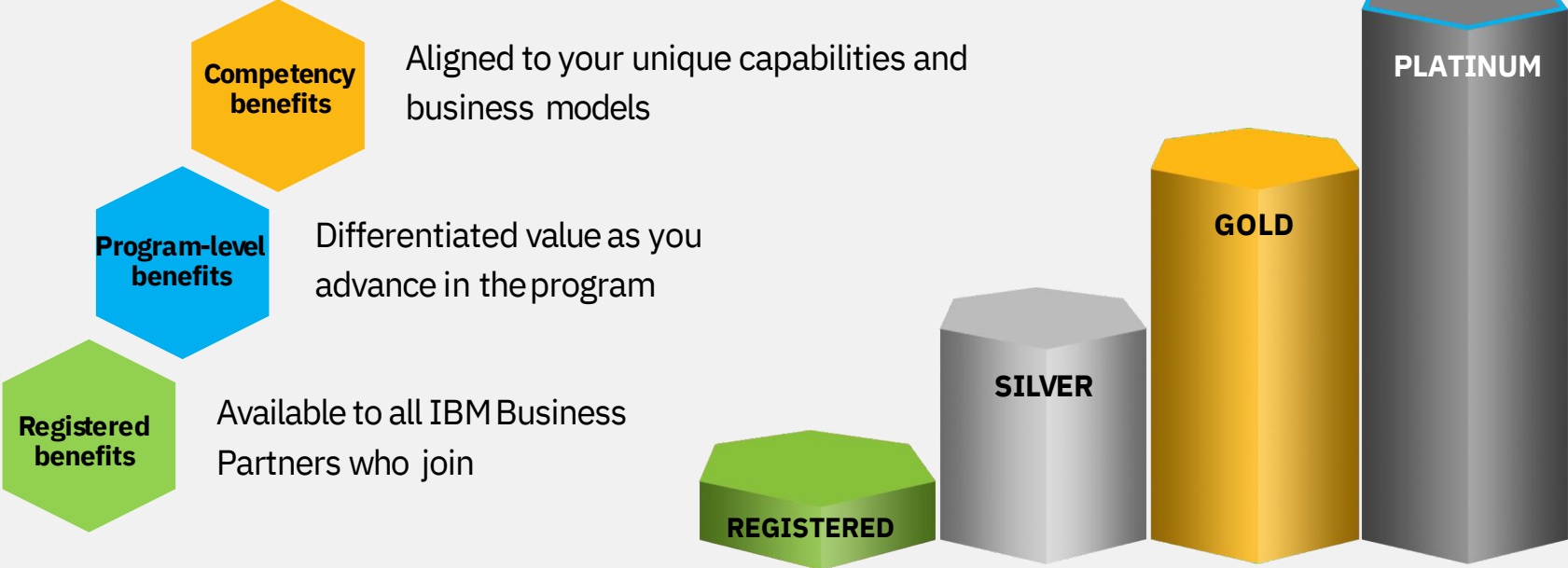
End-Point Protection

Device protection

E-mail protection

Create Bundles → Earn More!

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PartnerWorld Membership Levels

Competency benefits — Aligned to your unique capabilities and business models

Program-level benefits — Differentiated value as you advance in the program

Registered benefits — Available to all IBM Business Partners who join

REGISTERED

SILVER

GOLD

PLATINUM

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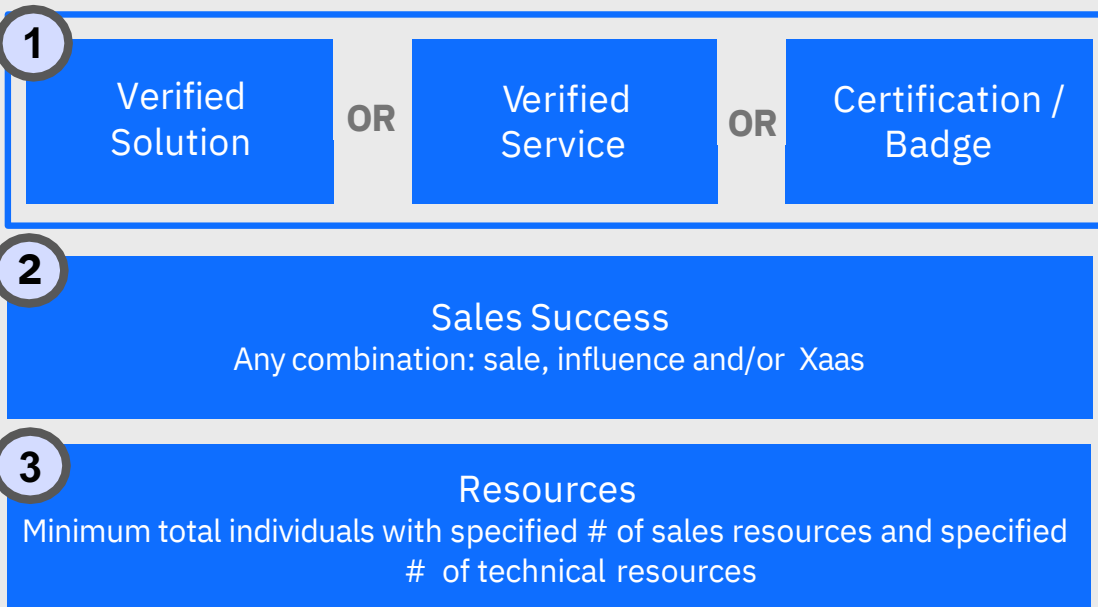
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PartnerWorld Competency Criteria

PartnerWorld has identified high-value capabilities that are essential for driving clients into the digital era. By mastering these competencies, you can offer clients unmatched value that generates business growth and revenue. Competency achievements are rewarded with benefits to help you further your success and may include:

- Co-marketing to drive demand for your competency solutions, products and services
- The IBM Business Partner mark to promote your skills in the marketplace
- Enablement resources to help you increase your competitive advantage

Competencies are the single approach to demonstrating your expertise

- Every Competency has 2 levels: Expert and Specialist
- Every Competency is comprised of 3 Elements

Fulfill 3 criteria to achieve each level: Specialist & Expert

1

Verified Solution **OR** Verified Service **OR** Certification / Badge

2 Sales Success
Any combination: sale, influence and/or Xaas

3 Resources
Minimum total individuals with specified # of sales resources and specified # of technical resources

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Why IBM?

Mobile Security
MaaS360

Mobile security starting @ $4/month; free 30-day trials

Empowers clients to enable and secure endpoints, end users, and everything in between – using AI.

SaaS solution, **priced and provisioned in near-real time**, with powerful management tools

Every customer is a opportunity: Mobile security applies to every customer segment, every industry

Easily scalable

Analytics
SPSS Statistics

Leading Statistical Software, starting @ $99/month; free trials

Targets power-users providing business and research analysis

Subscription solution, **priced and provisioned in near-real time**

Every customer is an opportunity: Key departments include finance, business analytics, and research. Power users of MS Excel

Sticky: Known as industry leader, very low churn rate once committed

Analytics
Cognos Analytics on Cloud

Self-service AI-fueled analytics starting @ $15/month; free trials

Business intelligence platform that supports the entire analytics cycle:
- Visualize your business performance
- Uncover the patterns hidden in your data
- Share critical insights easily
- Save time with automated data preparation
- Protect your data
- Start small, grow big, on any budget

Subscription solution, **priced and provisioned in near-real time**

Every customer is an opportunity: Applies to every customer segment, enables clients to visualize, analyze and share actionable insights about your data with anyone in your organization

PaaS and IaaS
IBM Cloud

Powerful cloud solutions with a single part # and incentive pricing

Access to industry leading Infrastructure as a Service

Access to over 190 services and APIs, including differentiated offerings from IBM: Blockchain, IoT, Voice to Text, Weather, AI, and Watson

Subscription solution, **priced and provisioned in near-real time**

Every customer is an opportunity: Sell IBM Cloud subscriptions, drive new client acquisition and offer your own cloud professional or managed services

IBM Cloud: Full-stack services, built for Data/AI, cloud-native

Compute
- Bare Metal Servers
- Virtual Servers
- Container Services
- Cloud Foundry Runtimes
- IBM Cloud Functions

Networking
- Cloud Internet Services
- Auto-scaling
- Blockchain
- CDN
- Load Balancers
- VPN

Storage
- Block Storage
- File Storage
- Object Storage

Mobile
- IBM Push Notifications
- Mobile Analytics
- Mobile App Builder
- Mobile App Content Mgr
- Mobile Client Access
- Mobile Foundation
- Mobile Quality Assurance
- Presence Insights

Watson
- AlchemyAPI
- Concept Insights
- Conversation
- Dialog
- Document Conversion
- Language Translator
- Natural Language Classifier
- Personality Insights
- Relationship Extraction
- Retrieve and Rank
- Speech to Text
- Text to Speech
- Tone Analyzer
- Tradeoff Analytics
- Visual Insights
- Visual Recognition

IOT
- Context Mapping
- Driver Behavior
- IoT Platform
- IoT for Automotive
- IoT for Electronics
- IoT for Insurance
- IoT Real Time Insights
- IoT Workbench

Data & Analytics
- Analytics Exchange
- Apache Spark
- BigInsights
- BigInsights for Apache Hadoop
- Cloudant NoSQL DB
- Compose RethinkDB
- dashDB , dashDB Transactional
- DataWorks
- Decision Optimization
- Elasticsearch by Compose
- Embeddable Reporting

190+ services
- IBM DB2 on Cloud
- IBM Graph
- IBM Master Data Mgmt on Cloud
- Insights for Twitter
- MongoDB by Compose
- PostgreSQL by Compose
- Predictive Analytics
- Redis by Compose
- Streaming Analytics
- Weather Company Data
- Xpages NoSQL Database

Security
- Access Trail
- App Security on Cloud
- IBM Identity Mix
- Firewall
- Key Protect
- NetworkSec Groups-VMs
- Single Sign-On

DevOps
- Active Deploy
- Availability Monitoring
- Auto-Scaling
- Automated Access. Tester
- Delivery Pipeline
- Deployment Risk Analytics
- Digital Content Checker
- Globalization Pipeline IBM
- Alert Notification
- IBM Operations Analytics Advanced Insights
- IBM Runbook Automation
- Integration Tester
- Monitoring & Analytics
- Open Toolchain Fabric
- Pattern Engine
- Track & Plan

Application
- Business Rules
- Data Cache
- Document Generation
- Message Hub
- Message Hub Incubator
- MQ Light
- Session Cache
- WebSphere App Server
- Workflow
- Workload Scheduler

Integrate
- API Connect
- API Harmony
- API Management
- Cloud Integration
- Connect & Compose
- Message Connect
- Secure Gateway
- Secure Broker
- Service Discovery
- Service Proxy

FAQs – For Cloud Marketplace Resellers

- **How do I become a Cloud Marketplace Reseller?**
  -Select an IBM authorized Cloud Aggregator, Register in IBM PartnerWorld and if you are already a partner, simply use your existing CEID and "Click & Accept online the IBM CMR Agreement. Once you receive confirmation, start selling!
  Visit us at the following link to get started:
  https://www.ibm.com/partnerworld/page/cloud-marketplace-reseller-onboarding

- **How much do I earn as a Cloud Marketplace Reseller?**
  - **Earn 20%** reselling IBM SaaS offerings via an IBM approved Cloud Aggregator*

- **Do I have to be certified to be a Cloud Marketplace Reseller?**
  - No, certs/badging is not required. However, we do encourage you to leverage badging….

- **Does client segmentation apply?**
  - Client segmentation does <u>not</u> apply in digital resell via Cloud Aggregator platforms

- **Can I migrate from from non-digital models?**
  - Migration processes are available at the time of subscription renewal**

- **Can I earn PW Benefits as a Cloud Marketplace Reseller?**
  - Yes, the revenue achieved as a Cloud Marketplace Reseller applies/counts toward your PW benefits

- **Can I qualify for the PW Competency benefits as a Cloud Marketplace Reseller?**
  - Yes. Learn more and get started today: https://www.ibm.com/partnerworld/program/capabilities-competencies

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** Please check with your Cloud Aggregator to confirm migration process availability on their platform