



IBM Software Group

# Software Sales Programmes

**Software Value Plus**

**&**

**Software Value Incentive,  
Value Advantage Plus,  
Value Advantage Plus for Government Sales,**

*Are you making the most of these?*

A horizontal banner featuring a row of colored squares (green, yellow, red, purple, cyan) on the left, followed by a series of small, grayscale images including a person's face, a hand holding a device, and a person's torso.

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## Objectives of this presentation

- To provide information about the Sales Programmes:
  - Incentive:
    - Software Value Incentive
    - Value Advantage Plus
    - Value Advantage Plus for Government Sales
- To enable you to make the most of these programmes



## Software Value Incentive (SVI)

# Software Value Incentive



# Software Value Incentive

**Rewards  
Value**

## **Incremental incentives for:**

- Identifying new opportunities
- Active sales engagement
- Focusing on the SMB market and solutions

**Protects  
Contribution**

## **Opportunity registration system:**

- Pays for performance independent of fulfillment
- Protects partners' registered opportunities
- Protects partner margins
- Maximizes partner benefits received

**Reduces  
Complexity**

## **Single framework:**

- Covers all SWG brands
- Applicable to multiple Business Partner types  
(VARs, ISVs, Consultants & Integrators)



# Business Partner Value in the Sales Process

## Sales Process

## Business Partner Contribution



**Identify**

Identifying and qualifying new customer opportunities for SWG's products



**Sell**

Developing and delivering compelling value propositions, proof of concepts, etc. that result in customers selecting SWG's products



**Fulfill**

Providing fulfillment services such as contract management, order management, credit risk, and shipping and logistics



## How to join Software Value Incentive



- Be at **Member Level** (or higher) in IBM PartnerWorld
  - Sign in to PartnerWorld in the Country Enterprise profile and apply under SVI
  
- Apply for the Product Groups meeting the programme criteria
  - For a **Reseller Authorisation Product Group** have at least one (1) qualifying sales certification and at least two (2) qualifying technical certifications **in the Product Group**
  - For an **Open Distribution Brand Product Group** have at least one (1) qualifying sales certification and at least two (2) qualifying technical certifications **in the Software Group Brand**
  - For closed distribution portfolio's approval for Software ValueNet;
    - Optim, Cognos, Filenet and Infosphere
  
- Select the preferred Value Add Distributor (for all programmes the same)
  
- Read and accept the Terms and Conditions and submit the enrollment form
  
- One enrollment per country permitted



## Participation Requirements

***To be eligible for identify and sell incentives a Business Partner must:***



- ✓ be a member of IBM PartnerWorld (member level or above)
- ✓ have a minimum of three current software certifications
  - At least 2 technical certifications
  - Require certification for each brand sold
- ✓ register the opportunity in SWG's opportunity registration system
  - Accessed via the IBM Global Partner Portal (GPP)
- ✓ be the first to register and be approved for the opportunity



## Opportunity Registration Overview





# Registration Supporting Requirements

Registering &  
submitting the  
Opportunity

Opportunity  
closed 'as  
won'

- Evidence that the opportunity has been qualified and the customer has engaged with the Business Partner
- Submitted for SVI eligibility 15 days prior to sales order date
- 9 months to close opportunity
- Evidence that the Business Partner actively sold the middleware to the customer
- Business Partners must submit indication that the deal is won
- Date Submitted for SVI Payment Request no more than 30 days prior to the Sales Order Date or 60 days after




## Clarification – Proof of Influence

- Prior to submitting an opportunity for payment request, Business Partners should review their attached sales materials against the following summary of the SVI eligible sales documentation requirements to ensure that all criteria are met.
  - ▶ Proof of Influence: Does the material authored by the Business Partner provide clear evidence of influence? Acceptable examples would be:
    - Proposal for IBM products
    - Recommendation for use of IBM products
    - Presentation recommending the use of IBM products with BP services or offerings




## Clarification – Two way communication

- 
- ▶ Evidence of two or more two way communications: Does the material provide clear evidence of multiple communications between the Business Partner and the end user? Acceptable examples would be:
    - E-mails with the end user discussing the IBM products
    - Documentation from formal meetings with confirmation of attendance by the end user
    - Letters and other correspondence with the end user discussing the IBM products



## Clarification – Sizing/Quantity

- 
- ▶ Configuration (Sizing)/quantity documentation: Does the material provide the configuration (sizing) or quantity of the recommended IBM products? Acceptable examples would be:
    - Statement of work, proposal, recommendation or other formal communication to the end user with specific quantity or configuration (sizing) information
    - Proof of concept or demonstrations that show the system/products recommended



## Clarification - Checklist

***Please answer the following questions prior to submission:***



- Does the material show that we (the Business Partner) authored the material?
- Does the material document a clear recommendation for the use or purchase of eligible IBM software products?
- Does the material show multiple two way communications for this specific opportunity?
- Does the material outline the sizing of the opportunity or the quantity of products?
- Are all documents dated?



## The Top Things Business Partners Need to Focus On

- Entering the correct brand family
- Filling out the BANT form correctly
- Keep on top of the 15 day rule
- Being aware of Expiry Dates for opportunities
- Ensuring that opportunities are submitted for Eligibility as soon as they are qualified

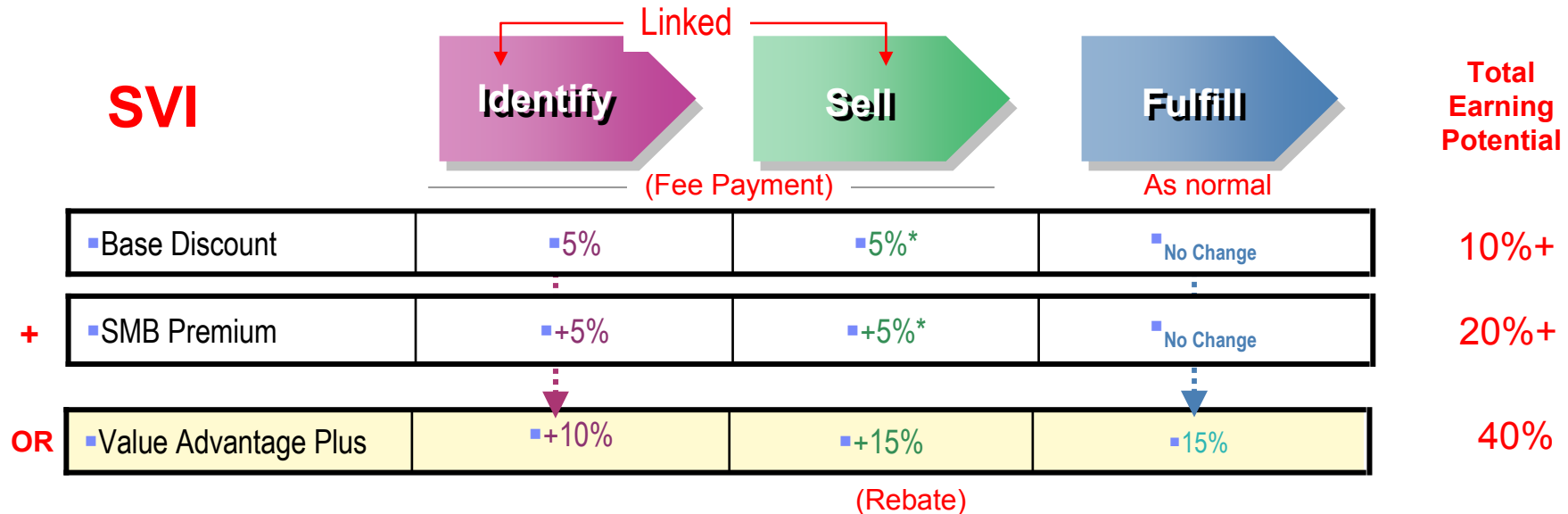


## How to avoid Non Payment/Under Payment ?

- Check the online Brand Family list when loading an opportunity.
- Ensure that IBMers add Partners to their opportunities when they have been engaged.
- Correct the Revenue Amount before submitting for payment.
- Check the E-Mails that come back to them from Greenock and myself
- Ensure that opportunities are submitted for Eligibility more than 15 days before the close date and then ensuring that they are Submitted for Payment within 60 days of the Sales Order



# Aligning Business Partner Incentives to Value



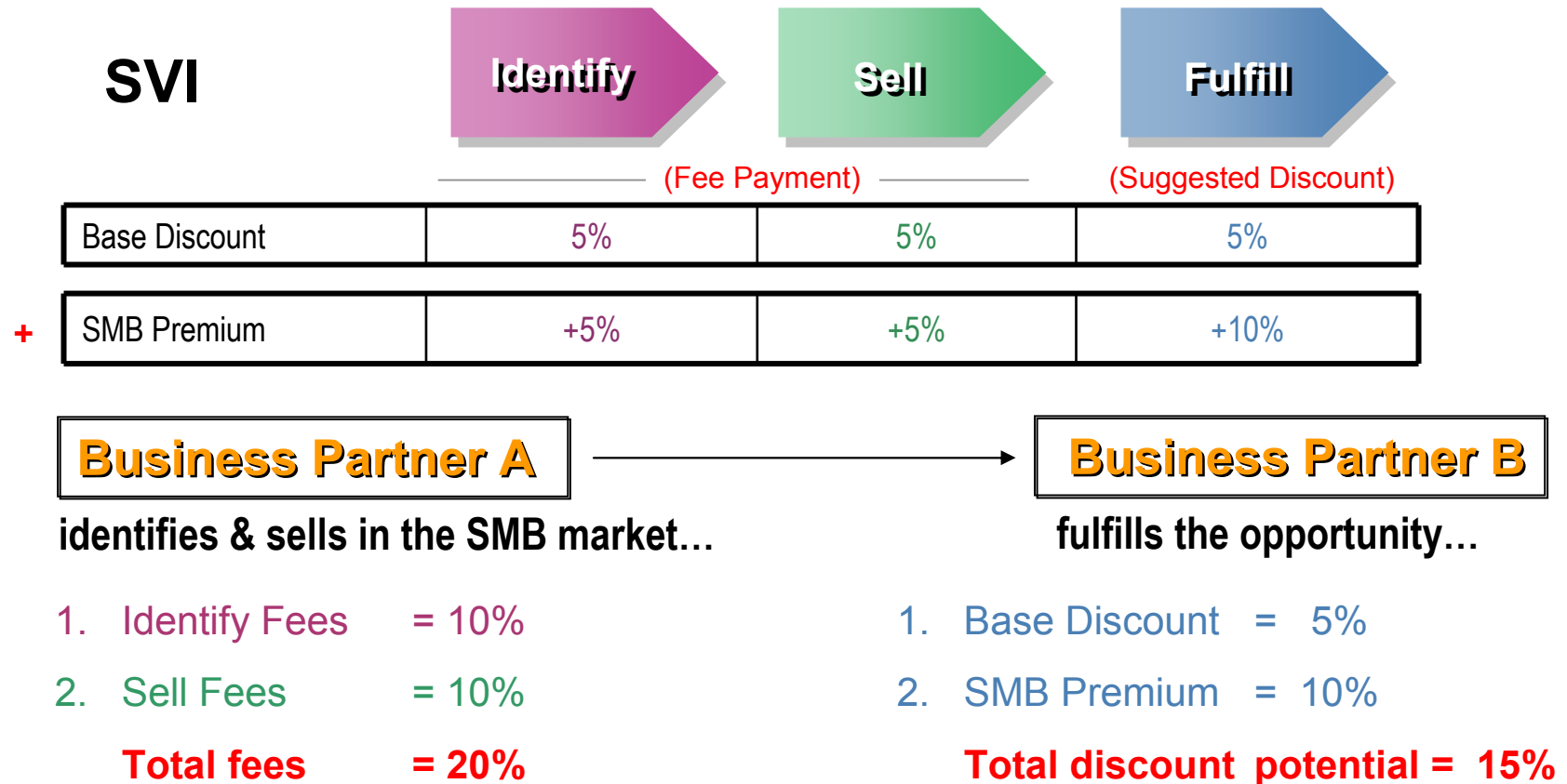
- ▶ Reward for “identify” is dependent upon qualification for “sell”
- ▶ Rewards for “identify” and “sell” are independent of “fulfill”
- ▶ Value Advantage Plus remains as an alternative for “sell” rewards
- ▶ Fee payments processed immediately after software claim

(Assuming partner identifies, sells & fulfills)





# Software Value Incentive – Multi Partner



## How can you find out more about relevant SVI stuff ?

- <http://www.ibm.com/partnerworld/softwarevalueincentive>

- **Ask**

- ▶ Nermine Rady [Nermine@eg.ibm.com](mailto:Nermine@eg.ibm.com)



## **SVI help and support**

### **PartnerWorld Support Centre**

emeapw@uk.ibm.com

### **SVI Admin Team/Dublin (SVI registrations/payments)**

EMEASVI@ie.ibm.com

### **GPP & SVI Admin Team/Greenock (GPP support)**

sviprm@uk.ibm.com

### **SVI Website**

<http://www.ibm.com/partnerworld/softwarevalueincentive>

**Local Business Partners Software Sales Representative**

**SVI Subject Matter Expert**

**Local preferred Value Add Distributor**



## Value Advantage Plus (VAP)

# Value Advantage Plus



## What is Value Advantage Plus?

- A **rebate-based incentive offering** to all customer-facing Business Partners (BPs) who meet the acceptance criteria
- 
- Rewards BPs who **resell IBM Passport Advantage (PA) Software**
- A set of pre-approved **IBM endorsed** solutions
  - **Includes significant value-add** elements from the Business Partner
  - These value-add elements should be **highly repeatable** OR **require scarce, unique technology skills** for implementation
- Complementary with Software Value Incentive
- Provides reseller authorisation for Software Value Plus



# Value Advantage Plus margin

## 1. **Business Partner A**

Fulfils with a Value Advantage Plus solution in **GB Enterprise**

- |                         |                       |
|-------------------------|-----------------------|
| 1. Value Advantage Plus | = ± 15%+ Rebate       |
| 2. Fulfillment discount | = ± 13%+ Rebate       |
| <b>Total Discount</b>   | <b>= ± 28% Rebate</b> |

## 2. **Business Partner B**

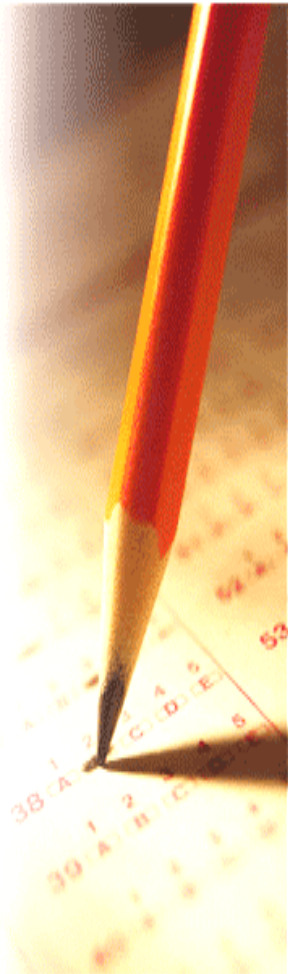
Fulfils with a Value Advantage Plus solution in **GB MidMarket**

- |                                  |                |
|----------------------------------|----------------|
| 1. Value Advantage Plus          | = ± 20%        |
| 2. Fulfillment discount          | = ± 20%        |
| <b>Total Fees &amp; Discount</b> | <b>= ± 40%</b> |

**N.B.: ± = margin on agreement with VAD**



## How to join Value Advantage Plus



- Be at **Member Level** (or higher) in IBM PartnerWorld and in good standing
- Have at least **30%** of the total partner's revenue in value-add components
  - Application Software
  - Services (i.e. Consulting Services, Integration Services, Installation Services, etc.)
- Complete the Value Advantage Plus **application on the PartnerWorld Web site**
  - Select the **Reseller Authorisation Groups** and **Product Groups**
  - Select the **preferred Value Add Distributor**
- Read and accept the **Terms and Conditions**
- Receive approval for a Value Advantage Plus solution



## Value Advantage Plus approval criteria

- Evidence that the reselling BP is reliable
  - We require 3 references of previous installations of the solution or Passport Advantage middleware by the BP
  - 2 of the 3 references must be “positive” indicating a satisfied user
- Evidence that the BP promotes and markets their offering as a “solution”
  - We require promotion on a web-site or marketing brochures / collateral
- Evidence that there is BP supplied value-add content
  - At least 20% of the Total User Cost to the user must be in services and/ or application code





## Value Advantage Plus order processing

- When a solution is accepted and approved, IBM provides a **Solution ID** to the BP
  - Relates only to the specific solution approved
  - BP gets a different Solution ID for each approved solution
    - *Some BPs have 7, 8 or more Solution Key IDs*
  - Rebate applies only to the Product Groups approved for that solution
  - Customer facing BP puts the Solution ID on Passport Advantage orders for Software for that solution

### Eligible licenses:

PART TYPE = License + SW Subscription and Support  
PART TYPE = Trade Up License + SW Subscription and Support  
I & J level in PA for all customers  
Software ValueNet for Infosphere

### Licenses which are **NOT** eligible:

Reinstatement,  
Subscription and Support renewal  
ELA orders  
SoftWare ValueNet portfolio's; Filenet, Cognos and Optim



## VAP - Revalidations and Terminations

- **Compliance reviews:**
  - **Reviews are performed after 6, 9, 12 or 15 months after the VAP Licence transaction depending on the transaction amount:**
    - 6 months: transactions between \$0 and \$99.999
    - 9 months: transactions between \$100.000 and \$799.999
    - 12 months: transactions between \$800.000 and \$1.200.00
    - 15 months: transaction higher than \$ 1.200.00
  - **The BP is suspended when they do not meet the compliance criteria:**
    - a) revalidate profile,
    - b) no documents,
    - c) within timeline,
    - d) adhere to T&Cs,
    - e) agree to conditional status,
    - f) pass compliance.

**If a Business Partner is failing the compliance criteria they are terminated from the VAP programme for all VAP solutions (and from VAP Government).**



## Value Advantage Plus success

- We encourage you to:
  - Have the VAP Solution approved at least 1 week before the order is processed
    - It takes at least 24 hours to have the Solution ID activated
  - Make sure that the product is in the approved Product Group of the VAP solution
  - Make changes to preferred distributor in time and by email request
    - Without email request not processed
  - Be prepared for the Compliance review
  - Ask for support from specialists
    - Especially in special cases



## VAP Help and support

Value Advantage Plus webpages on IBM PartnerWorld:

<http://www.ibm.com/partnerworld/valueadvantageplus>

VAP operations contact:

EMEA VAP@uk.ibm.com

VAP sales contact EMEA:

Maryska\_Marinus @nl.ibm.com

Local IBM Sales representative

Local VAP expert

Local Value Add Distributor



## Value Advantage Plus for Government (VAP G)

# Value Advantage Plus for Government



## What is Value Advantage Plus Government ?

- A **rebate-based incentive offering** for Business Partners (BPs) who meet the acceptance criteria
- Rewards BPs who **resell IBM Passport Advantage (PA) Software to Government customers**
  - Enterprise Licence Agreements (ELAs) excluded
- Combines elements of the Value Advantage Plus and the Software Value Incentive programmes
- **Provides an additional option** to earn rewards for Government customer opportunities for cases where the VAP solution program does not fit, because:
  - There is no repeatable solution
  - The compliance criteria are not met



# Value Advantage Plus Government margin

## 1. **Business Partner A**

Fulfils with a Value Advantage Plus solution in **GB Enterprise**

- |                         |                       |
|-------------------------|-----------------------|
| 1. Value Advantage Plus | = ± 15%+ Rebate       |
| 2. Fulfillment discount | = ± 13%+ Rebate       |
| <b>Total Discount</b>   | <b>= ± 28% Rebate</b> |

## 2. **Business Partner B**

Fulfils with a Value Advantage Plus solution in **GB MidMarket**

- |                                  |                |
|----------------------------------|----------------|
| 1. Value Advantage Plus          | = ± 20%        |
| 2. Fulfillment discount          | = ± 20%        |
| <b>Total Fees &amp; Discount</b> | <b>= ± 40%</b> |

**N.B.: ± = margin on agreement with VAD**



## How to join Value Advantage Plus Government



- Be at **Member Level** (or higher) in IBM PartnerWorld
- Apply for the VAP Government programme in PartnerWorld under VAP applications
- Accept the combined Agreement for VAP and VAP Government
- Select the required Reseller Authorisation Groups
- Select a Value Add Distributor





## Value Advantage Plus Government approval criteria

- The Agreement has been signed
  - Check Appendix A of the Operations guide if a Hand-Signed agreement is required in your country
  - Only required when there is no signed VAP attachment
- For qualification for a specific reseller autorisation group:
  - If in authorized distribution, BP must be authorized to resell under Software Value Plus
  - If in open distribution, BP must have 1 sales and 2 technical certifications in the brand
- A Value Add Distributor has been selected
  - If participating in VAP or/and SVI or/and Software Value Plus this must be the same



## Value Advantage Plus Government order processing

- When a Business Partner is approved for the programme, IBM provides a **VAP Government Solution ID** to the BP.
  - This ID relates only to the VAP Government programme
    - Solution is; Government Sales
  - BP gets 1 VAP Government Solution ID
    - *With approval for*
      - *all IBM approved Reseller Authorisation Groups and*
      - *for Products Groups with 2 technical and 1 sales certificate in the brand*
  - The customer facing reselling BP has to include the Solution ID on Passport Advantage orders for government customers when they submit to their Value Add Distributor
  - BP has to include the Opportunity number of Global Partner Portal registration in the order



## Value Advantage Plus Government rebate eligibility

- When a Business Partner is approved for the programme, IBM provides access to [Global Partner Portal](#) for the VAP Government programme
  - Opportunities must be created in Global Partner Portal
    - Registered as a Government opportunity
    - Validated with a 'Budget, Authority, Need, Time, (BANT)' form
    - 15 days before the sales order date
    - Including the VAP Government Solution ID
  - The opportunity must be approved for eligibility by IBM
  - The BP has to provide evidence of sales effort and recommendation for IBM software
    - The Sales documents have to meet the criteria
    - Within 15 days after the sales order date with the order number

**If these criteria are not met, the paid rebate will be recovered from the BP**



## VAP Government compliance

In order to keep the VAP Government rebate the following criteria must be met:

**The order must be processed** including the VAP Government Solution ID and the GPP opportunity number

### 15 day rule:

- this rule states that you must attach the Sales Documents within 15 calendar days after IBM receives the Distributor Sales Order:

### Sales Order Number must be provided in GPP

**the Sales Documentation presented to IBM by the Business Partner must meet the criteria:**

Answering the following questions prior to submission ensures that all criteria are met:

- 1. Does the material show that we (the Business Partner) authored the material?
- 2. Does the material document a clear recommendation for the use or purchase of eligible IBM software products?
- 3. Does the material show two or more two way communications for this specific opportunity?
- 4. Does the material outline the configuration (sizing) of the opportunity or the quantity of products?
- 5. Are all documents dated?

▪ **If you answered "no" to any of these questions, please review your documents and add the needed documentation.**



## VAP Government help and support

### PartnerWorld Support Centre

emeapw@uk.ibm.com

### VAP Website for applications:

<http://www.ibm.com/partnerworld/valueadvantageplus>

[VAP Government screenshot presentation on website](#)

### VAP Government Operations Team/Dublin for program applications, duplicate checks:

[EMEAVAP@uk.ibm.com](mailto:EMEAVAP@uk.ibm.com)

### Your Subject Matter Expert

Your local IBM Sales representative

Your preferred Value Add Distributor



**Questions?**



**Thank you and success!**

