IBM Software Group

Global Partner Portal

Introduction

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Objectives of this presentation

To provide an introduction about Global Partner Portal (GPP)

To make the connection with the Sales programmes for Business Partners

To refer you to the different education possibilities

What is Global Partner Portal?

- **Global Partner Portal - OM** is:

  ▸ designed for IBM Business Partners to engage IBM in opportunity management and incentive claiming for specific IBM-supported programs.

  ▸ available to all types of IBM Business Partners (Tier 1, Tier 2, and Distributors) who manage opportunities for IBM software, hardware, and services and participate in progressing them to closure.

https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_gpp_access.html

Global Partner Portal capabilities

- **Opportunity Management (OM)**

  ▶ Global Partner Portal – OM allows Business Partners to create and manage opportunities in a single place and provides the ability for the passing of leads between IBM and Business Partners.

- **Software Value Incentive (SVI)**

  ▶ SVI enhances the earning potential for Business Partners by rewarding you for opportunity identification and high value selling, whether or not you provide software fulfillment. Designed based on feedback from Business Partners worldwide, SVI is available to multiple partner types working with either GB or enterprise customers.

- **Value Advantage Plus for Government (VAP G)** not mentioned on GPP site

Specifics of the SALES programmes

Software Value Incentive:

A fee-based **incentive** offering that rewards for Partner value contribution throughout the sales process

Value Advantage Plus:

A rebate-based **incentive** offering to all customer-facing Business Partners to reward for reselling IBM Passport Advantage Software with a set of pre-approved IBM endorsed solutions

Value Advantage Plus for Government:

A rebate-based **incentive** offering for Business Partners (BPs) to reward for reselling IBM Passport Advantage Software to Government customers with proven experience selling to Government customers

Software Value Plus

IBM's distribution model for maximizing Business Partners profits by reselling IBM Software, based on their clients' needs and their investment in skills.

Margins with the SALES programmes

Software Value Incentive:

Identify fee base (5%) + GB premium (5%), Sell fee base (5%) + GB premium (5%)

Value Advantage Plus:

VAP base rebate of ± 15 %, GB MM ± 20 % ; depending on agreement VAD and BP

Value Advantage Plus for Government:

VAP base rebate of ± 15 %, GB MM ± 20 % ; depending on agreement VAD and BP

Software Value Plus

Fulfilment rebate of ± 13 %, GB MM ± 20 % ; depending on agreement VAD and BP

Benefitting from the SALES programmes

To receive the benefits the following actions are required:

Software Value Incentive:

- **Register the opportunities in Global Partner Portal (GPP) meeting the SVI criteria**.
- Request payment in GPP after closure of the deal and provide the required proof with Sales Documents
- Receive the fee payments directly from IBM

Value Advantage Plus:

- Provide the order to the selected Value Add Distributor (VAD) with the VAP Solution ID and receive the rebate from them
- Meet the compliance criteria of 20 % Value Add to keep the received rebate and stay in the programme

Value Advantage Plus for Government:

- **Register the opportunities in GPP meeting the VAP Government criteria**
- Provide the order to the selected VAD with the VAP Solution ID and GPP opportunity number and receive the rebate from them
- Provide the required proof with Sales Documents in GPP to keep the received rebate

Software Value Plus

- Meet the programme criteria at revalidation time to stay authorised to resell the products in the Reseller Authorisation Group

GPP access

- Business Partners must first enroll to participate in Opportunity Management, Software Value Incentive and/or VAP Government before you can be enabled to use the appropriate Global Partner Portal functions.

- Participation in OM without SVI or VAP Government is by invitation only at this time.
  - ▸ Enroll in Opportunity Management (OM) (by invitation only)
  - ▸ Enroll in Software Value Incentive (SVI)
  - ▸ Enroll in Value Advantage Plus for Government (VAP G)

- **Note:** If you have not been invited to sign-up for Opportunity Management but have been approved to participate in Software Value Incentive (SVI) or Value Advantage Plus for Government , you will have access to the Opportunity Management function but not to IBM lead passing. You can continue to use your existing Opportunity Management until you are invited to participate in Global Partner Portal Opportunity Management

GPP education

https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_gpp_access.html

Global Partner Portal
Opportunity management

| Overview | Access | **Education** | Help | Status and outages |

To access Global Partner Portal education in your preferred language and for your job role, select your language, select your role, and then click **Go**.

Note(s):

- For incentive registration, see the OM Sales Rep and Oppty Focal Point roles.
- BCC is available in North America only.

Select a Language ⌄   Select a Role ⌄

The **Administrator** is responsible for creating positions and adding users. The Administrator also initiates the process to terminate employee access to Global Partner Portal. The Administrator initiates collaboration with other Business Partner firms.

Access Administrator education in the Global Partner Portal

GPP education topics

The tasks to reinforce the knowledge required to function successfully in this role are provided below. Thoroughly review the overview and opportunities information and the role-specific tasks along with simulations, where provided. To return to this page after reviewing a topic, click the **Back** browser button.

- Global Partner Portal overview
- Working with opportunities

- Administrator tasks
- Administrator additional resources

- What's new for....

> ### How to...
>
> - **View a simulation** - A video clip icon ( ) indicates that a simulation is available. Click the topic link, review the steps, scroll to the bottom of the window, and click the simulation icon ( ).
> - **Print a topic** - Left-click the hyperlinked topic, then right-click and select **Print**.

Global Partner Portal overview

Before starting to work in Global Partner Portal, it is important to gain an overall understanding of the application as well as some basic navigation strategies. So, before continuing, review the overview topics:

→ What is Global Partner Portal?

→ Accessing Global Partner Portal

→ Setting your personal profile

→ Arranging the columns in your workspace

→ Navigation elements

GPP education simulations

Working with Opportunities

Managing opportunities is the day-to-day work of all those functioning in Global Partner Portal roles. Opportunity tasks include those listed below.

- Creating an opportunity
- Creating an opportunity - Fastpath
- Submitting an opportunity for validation (Latin America only)
- Creating child opportunities
- Finding an account
- Creating an account from the Opportunity screen
- Adding contacts to an opportunity
- Adding a default sales team
- Adding Sales Team members
- Collaborating on opportunities
- Attaching supporting documents
- Required fields by sales stages
- Adding a marketing campaign to an opportunity
- Entering the opportunity influencer
- Sharing your opportunity data with IBM
- Using Business Partner opportunity numbers

- Adding revenue records with brand families
- Using Cross Brand Selling Advisor
- Requesting financing from IBM Global Financing (IGF)
- Searching for an opportunity
- Using the opportunity Classification ID
- Passing an opportunity
- Viewing and exporting pipeline views
- Closing an opportunity

Simulation link at bottom of page.

Click the icon to view a simulation for "Creating an opportunity". (All languages)

Accessible version (English Only)

GPP education webinars

Geography-specific training

Europe

⬇ Schedule
📄 Presentation

GPP Opportunity Management Education Schedule for 2011 - Please join the conference 15 minutes prior to star

JANUARY		Monday January 17	Tuesday January 18	Wednesday January 19	Thursday January 20	Friday January 21	Wednesday January 19
	Time - UK time	09.00 - 10.00	09.00 - 10.00	09.00 - 10.00	09.00 - 10.00	09.00 - 10.00	13.00 - 14.00
	Time - Central Europe Time	10.00 - 11.00	10.00 - 11.00	10.00 - 11.00	10.00 - 11.00	10.00 - 11.00	14.00 - 15.00
	Time - Eastern Europe Time						
	Language	Français	English	Deutsch	Espanol	Italiano	Turkish

FEBRUARY		Friday February 11	Monday February 14	Wednesday February 16	Thursday February 17	Monday February 21	Tuesday February 15
	Time - UK time	09.00 - 10.00	13.00 - 14.00	13.00 - 14.00	13.00 - 14.00	09.00 - 10.00	09.00 - 10.00
	Time - Central Europe Time	10.00 - 11.00	14.00 - 15.00	14.00 - 15.00	14.00 - 15.00	10.00 - 11.00	10.00 - 11.00
	Time - Eastern Europe Time						
	Language	Français	Italiano	English	Deutsch	Espanol	Turkish

IBM

Global Partner Portal

Opportunity Management Training

Global Partner Portal   © 2010 IBM Corporation

Topics

1. Global Partner Portal overview
2. Home page and message of the day
3. Creating a new opportunity
4. Progressing your opportunity
5. Working with opportunity pipeline
6. Adding a marketing campaign
7. Closing an opportunity
8. Interfacing with IBM's CRM system
9. Where to find help

GPP education for SVI

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

GPP education for SVI: presentation

Topics

GPP education for VAP Government: presentation

Value Advantage Plus for Government Sales

and

Opportunities in Global Partner Portal

Topics in this presentation

Topics in black are the same steps as per SVI / topics in green are steps for Value Advantage Plus for Government Sales only

- Creating Opportunities in GPP .... Slides 3 - 13
  - Adding the opportunity description and sales stage .... Slide 14
  - Adding the revenue and brand .... Slides 15 - 20
  - Updating the opportunity probability .... Slide 21
  - Updating the opportunity source .... Slides 22 - 23
  - Adding users to the sales team of the opportunity .... Slides 24 - 26
  - Saving and restricting the opportunity .... Slides 27 - 31
  - Adding customer information to the opportunity .... Slides 32 - 37
  - **Creating Opportunity Registration Record for Value Advantage Plus for Government Sales** ... **Slides 38 - 40**
  - **Adding the BANT to the opportunity** ... **Slides 41 – 45**
  - **How to check that the opportunity Registration Record has been correctly submitted** ... **Slide 46 - 47**
- **Opportunity Status** ... **Slide 48**
- **Post Sales Process** ... **Slides 49 - 51**
- **Opportunity expiration for Value Advantage Plus for Goverment Sales** ... **Slide 52**

The presentation is available on the VAP website: http://www.ibm.com/partnerworld/valueadvantageplus

Support for the SALES programmes

Software Value Incentive:

- **PartnerWorld Support Centre** : emeapw@uk.ibm.com

- **SVI Admin Team/Dublin:** EMEASVI@ie.ibm.com

- **GPP & SVI Admin Team/Greenock**: sviprm@uk.ibm.com

- **SVI Website:** http://www.ibm.com/partnerworld/softwarevalueincentive

Value Advantage Plus & Value Advantage Plus for Government:

- **VAP operations contact**: EMEAVAP@uk.ibm.com

- **VAP Website**: http://www.ibm.com/partnerworld/valueadvantageplus

Software Value Plus

- **Software Value Plus Website:** http://www.ibm.com/partnerworld/softwarevalueplus

- **Operations**: EMEACD@IE.IBM.COM

- **Dashboard landing page for Business Partners:**
 www.ibm.com/partnerworld/page/pw_com_authorization_readiness_dashboard

SVI, VAP, VAP Government, Software Value Plus

- **PartnerWorld Support Centre:** emeapw@uk.ibm.com

- **Your Subject Matter Expert**

- **Your local IBM Sales representative**

GPP Help

- Global Partner Portal Help is available from the following resources:

  ▸ Global Partner Portal Online Help. Click the Help link in the Global Partner Portal application to access Online Help.

  ▸ Contact PartnerWorld Contact Services. This help desk services all Global Partner Portal initiatives including SVI, BCC, and OM.

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Thank you and success!