

IBM Software Group

Global Partner Portal

Introduction



Nermine Rady

SWG Channel Sales Program Manager, MENA

Nermine@eg.ibm.com

© 2011 IBM Corporation



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.

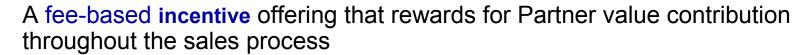
Value Advantage Plus for Government (VAP G) not mentioned on GPP site





Specifics of the SALES programmes

Software Value Incentive:





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:

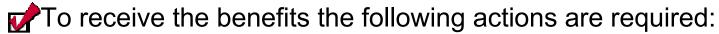
VAP base rebate of ± 15 %, GB MM ± 20 %; depending on agreement VAD and BP

Software Value Plus

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



Benefitting from the SALES programmes





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.





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
- → <u>Using Business Partner opportunity numbers</u>

- → 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 Man	agement Educ	ation Schedule	for 2011 - Pleas	se join the confe	erence 15 min	utes prior to sta
		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
<u>ל</u>	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
Ž	Time - Eastern Europe Time						
5	Language	Français	English	Deutsch	Espanol	Italiano	Turkish
_		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
Ž	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						
Ľ	Language	Français	Italiano	English	Deutsch	Espanol	Turkish



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 Software Value Incentive

Overview	Apply	Register deals	F	Resources			
Learn abou	ı t Guid	es and agreements	ī	Contacts	Ī	Authorization	

Learn more about Software Value Incentive

Show descriptions | Hide descriptions

→ Europe, Middle East, Africa - Software Value Incentive fee claiming hints and tips

Software Value Incentive fee claiming hints and tips

Europe, Middle East, Africa

To be able to claim SVI fees, you must manage your opportunities in the GPP from the initial registration of an opportunity to the request for payment. To support you with this activity we have provided an enhanced presentation that covers all the required steps - helpful hints and tips, plus GPP screenshots for guidance.

- English language-version (PDF, 2.0MB)
- French language-version (PDF, 1.9MB)
- German language-version (PDF, 2.3MB)
- Italian language-version (PDF, 2.0MB)
- Polish language-version (PDF, 2.1MB)
- Russian language-version (PDF, 2.0MB)
- Spanish language-version (PDF, 1.8MB)





GPP education for SVI: presentation

Software Value Incentive (SVI) and Global Partner Portal (GPP) screens Researcing ISM Sustness Partners for Value Creation Maryska Marinus – SWO Channel Sales Program Manager, Europe, Index See & Africa

Topics

	Setting up a new User in GPP	Slide	3
i	List of positions in GPP	Slide	4
i	Setting the Time Zone in GPP	Slides	5-7
i	Arranging columns in GPP	Slides	8-9
í	Creating Opportunities in GPP	Slides	10 - 5
	Adding the opportunity description and sales stage	Slide	21
	Adding the revenue and brand	Slides	22 - 27
	Finding the eligible Part Numbers	Slide	28
	 Saving and restricting the opportunity 	Slides	29 - 35
	Adding customer information to the opportunity	Slides	36 – 41
	Adding the BANT to the opportunity	Slides	42 - 45
	Submitting the opportunity	Slides	46 – 49
	 Adding users to the sales team of the opportunity 	Slides	50 – 55
	Requesting Payment in GPP	Slides	56 -68
	 Updating Revenue Sales Stage and Passport Advantage agreement 	Slide	58
	 Updating Invoice date, Fulfulment and Sales Order number 	Slide	59
	Attaching Sales Documents	Slide	60-63
	How to find the Sales Order number	Slides	64 - 67
	 Submitting the opportunity for payment 	Slide	68
i	Extension requests	Slides	69-72
i	Reports	Slides	73 – 7
i	Certifications and Approved product groups	Slide 7	79
	Further Information & help	Slide 8	30





GPP education for VAP Government: presentation



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 - 48
▶ 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	
Government 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

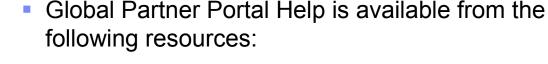
SVI, VAP, VAP Government, Software Value Plus

- PartnerWorld Support Centre: emeapw@uk.ibm.com
- Your Subject Matter Expert
- Your local IBM Sales representative



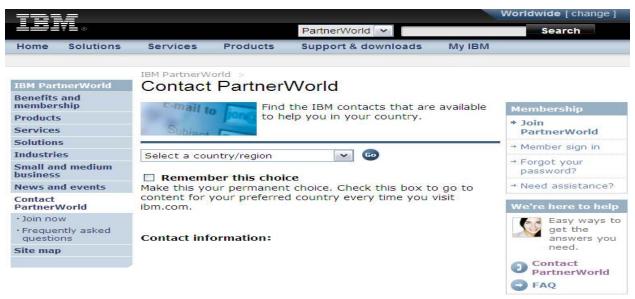
GPP Help



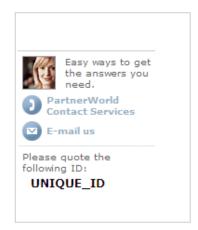




Contact PartnerWorld Contact Services. This help desk services all Global Partner Portal initiatives including SVI, BCC, and OM.













Thank you and success!

