

IBM Subscription and Support - Overview



Agenda

- Value of IBM S&S, Value to clients.
- Why IBM Business Partners need to know more about S&S
- Channel renewals cycle
- Pricing of S&S
- General Facts
- The Team

IBM S&S – Value to Client

▪ **Protects customer's software investment:**

- Proactive electronic notifications for new upgrades
- Client remain on cutting edge of technology. Each and every client has right to move to newest releases
- 24x7 technical support
- Unlimited technical support
- Online account management tools
- Assist-On-Site (AOS), worldwide distributed service that allows for over the Internet remote control to assist Clients in real-time
- Web Portal for on-line Client Support
- Global support network Local language support

▪ **Allows customers to stay ahead of their competition:**

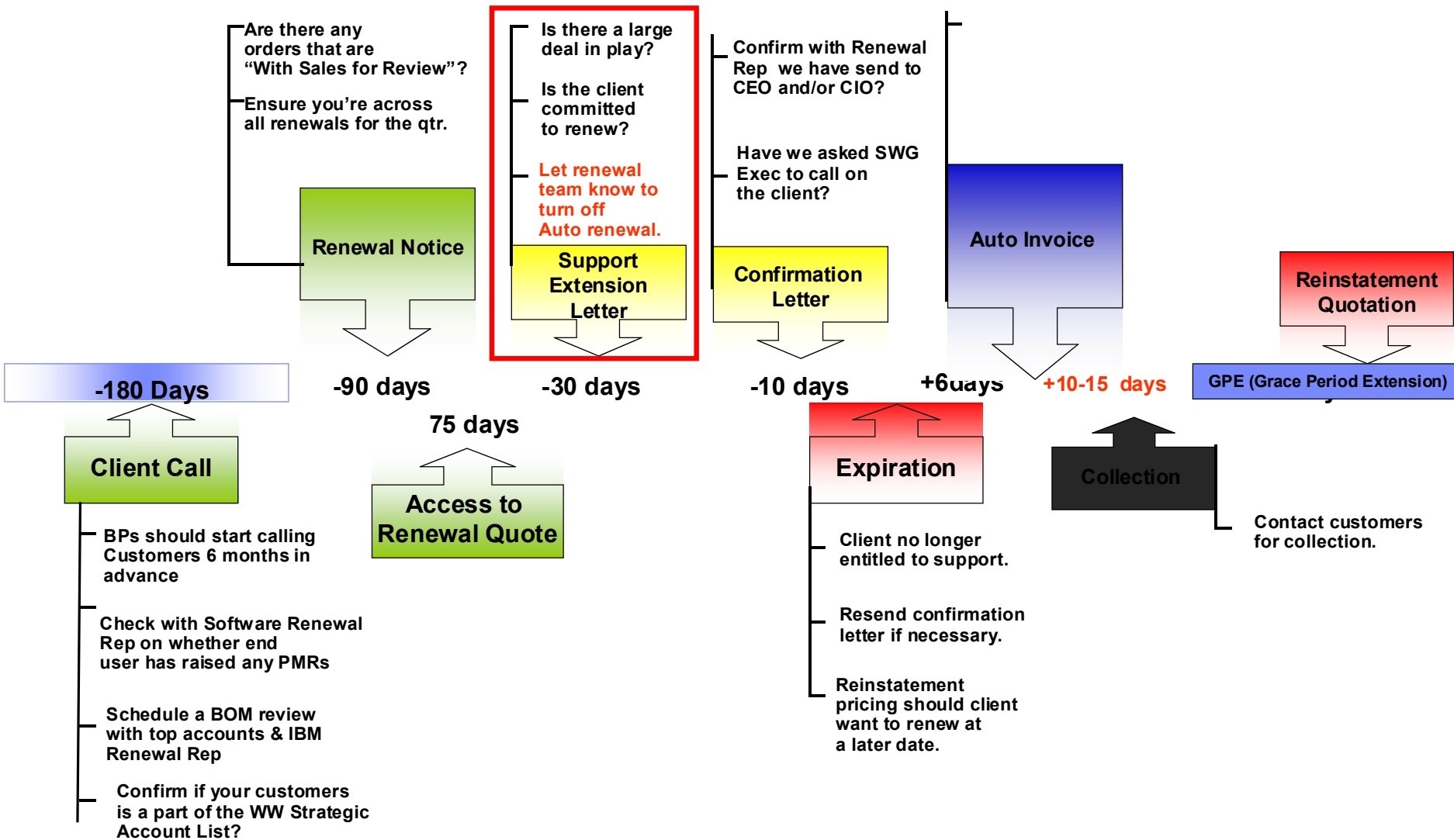
- Providing clients with the ability to have their software investments up and running 24x7
- Access to productivity and performance updates
- Security updates
- Open Standards support

Why S&S is important to all sellers in IBM?

- S&S Renewal is a reason to revisit your client.
- S&S a compelling event and a clear deadline
- Strengthen customer loyalty
- Provides up-sell and cross-sell opportunity
- Reinstate lapsed licenses
- Uncover services opportunities
- It allows you to grow your installed base
- Understand your client's technology plans
- Every year the customer doesn't upgrade costs increase



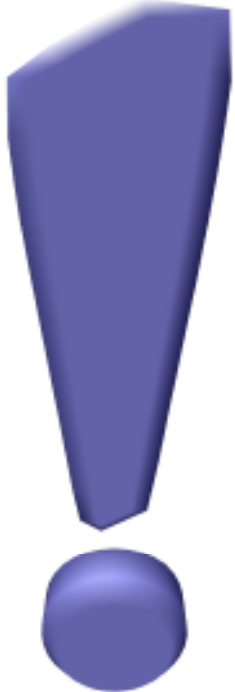
Channel Renewal Cycle – Best Practice



How Do We Price S&S?

- S&S is 20% of the New Licenses
- Re-instatement is 60% of the New License
- What are Year over Year (YoY) calculations?
- What is a Grace Period Extension (GPE)? How is it priced?

Remember



- 15 % YoY The bottom line!!!!
- Partial renewals reduce the discount level/rate
- **Approvals need to be in place before communicating the price to the client**
- Special bids and GPE (Grace Period Extension) require justification
- GPE required for lapsed renewals – 5 % price increase per month lapsed
- THERE IS NO DIFFERENT HANDLING FOR
 - GOVERNMENT CLIENTS VS COMMERCIAL CLIENTS
- **REMEMBER**: New PA Agreement – All or Nothing Rule !

The Team!

S&S MEA Sales Reps

MEA

South Africa, Gulf & Levante, Saudi Arabia, Egypt, Pakistan, Morocco, NWA, CEWA

<u>Name</u>	<u>Location</u>	<u>Territory</u>	<u>Responsibilities</u>
Monika Rapp	Vienna	MEA	Business Unit Manager - PA and Acquisition Renewals
Moshibudi Mahlo	South Africa	South Africa	All Clients above 200K, plus Financial Sector
Peter Cvengros	Bratislava	South Africa	GBE
Jana Robova	Bratislava	South Africa	Public, Industrial, and Comm. clients, plus Mid-Market Coverage ID 261
James Greenall	Bratislava	South Africa & CEWA	South Africa - Mid-Market Coverage ID 587, plus all of CEWA
Mai Ahmed	Egypt	Egypt & Saudi Arabia	All of Egypt, plus Saudi Arabia GBE Coverage ID 1464
Khalid Shash	Bratislava	Saudi Arabia	GBE Coverage ID 1465, 1466, plus Mid-Market
Reema Faour	Dubai	Gulf & Levante	All of the United Arab Emirates
Khaled Bechnak	Bratislava	Gulf & Levante	All of Iraq, Jordan, Kuwait, Lebanon, Oman
Adrian Sanka	Bratislava	Gulf & Levante & Pakistan	All of Pakistan, plus Bahrain, Qatar, Palestinian Territories, Yemen
Sarah Moenes (+)	Egypt	Morocco & NWA	All of Morocco & NWA
Katarina Lobbova @	Bratislava	MEA	Renewals Quoting
Maria Pilarova @	Bratislava	MEA	Renewals Quoting
Bushra Siddique	Abu Dhabi	MEA excluding SSA	PA Sales support

CEE/MEA Leadership Team

CEE & MEA

Poland, Baltics, Czech Republic, Hungary, Slovakia, Russia/ CIS, Turkey, South East Europe, South Africa, Gulf & Levante, Saudi Arabia, Egypt, Pakistan, Morocco, N-W Africa, C-E-W Africa

<u>Name</u>	<u>Location</u>	<u>Territory</u>	<u>Responsibilities</u>
Rick Mathey	Dubai	CEE & MEA	BUE - S&S Renewals
Sharon Ehrlich	Vienna	CEE West	Business Unit Manager - PA and Acquisition Renewals
Saso Maric	Bratislava	CEE East	Business Unit Manager - PA and Acquisition Renewals
Monika Rapp	Vienna	MEA	Business Unit Manager - PA and Acquisition Renewals
Lucia Tokarova	Bratislava	CEE & MEA	Acquisitions Integration Project Manager

THANK YOU!
ANY QUESTIONS?



Software Subscription and Support YEAR OF YEAR GROWTH

- IBM's mission is a continued focus on meeting customer business needs now and into the future. This reflects a necessary annual increase to cover items like the rising costs of providing support, and developing new and improved versions of IBM software
- IBM's policy with annual increase allows us to bring you best solutions for software, which you are using, so we can insure, that you stay one step ahead over competitors over rapidly changing technology, reinforces your software support investment and helps you to control your upgrade strategy
- IBM is trying always to help customers to meet their goals and understand their IT budget as for reason, IBM is trying and allowing the companies to yearly insure budget for S&S and not giving them full amount

