



IBM Software

Connect 2014

ENERGIZING LIFE'S WORK

Event Guide

Business Partner Day
Walt Disney World Swan
Sunday, January 26, 2014
8:30 a.m. – 5:15 p.m.



Business Partner Day

Welcome to Business Partner Day.

Let me start by thanking you, our IBM Business Partners and especially our IBM Connect sponsors, for your contributions to our success in 2013. As 2014 begins, we are committed to continuing to work with you to grow your business and increase your profitability. That's why we offer this exclusive sales and marketing kick-off event to you, our Business Partners.

Today starts with the Opening General Session where you will hear about the IBM ecosystem and how it is evolving and the technology shifts that are driving changes in the market. We give you a preview of the technologies we are launching that will help your customers drive business success. Finally, we wrap up the Opening General Session with insights about succeeding in today's market from Geoffrey Moore, author of *Crossing the Chasm* and *Escape Velocity*.

For the rest of the day, take advantage of breakout sessions delivered by subject matter experts in social collaboration, digital experience, mobility, and cloud. Discover how the latest innovations from IBM can help you create a smarter workforce by leveraging social business and accelerating business value creation for your customers. Learn how ground-breaking capabilities in mobile, cloud, big data and analytics, and cognitive computing can provide the foundation to transform your customers' business processes.

We have the best portfolio for social collaboration, smarter workforce, and digital experience offerings in the market. I hope your time at IBM Connect energizes your life's work.

Join us to help your business continue to grow.



Mariella Razetto
Vice President, Worldwide Business Partners, IBM Collaboration Solutions (ICS), Software Group

Special Guest Speaker:

Geoffrey Moore

Featured guest speaker, Geoffrey Moore, is an American organizational theorist, management consultant, and author of six books for business leaders in the high-tech sector, including *Crossing the Chasm*, *The Gorilla Game*, and his latest, *Escape Velocity*.

Please join Geoffrey Moore as he discusses how companies can build the escape velocity necessary to move beyond the successes and failures of the past. He shares a hierarchy model through which companies can examine and build power, and examines how product teams can best work to differentiate their company, neutralize the competition, and optimize products and offers.



Agenda-at-a-glance | Sunday, January 26, 2014 | WALT DISNEY WORLD SWAN

All Business Partner Day sessions and General Session will be held in the Walt Disney World Swan. An IBM Business Partner or IBM Staff badge is required to attend.

TIME	EVENT
7:00 a.m.–9:00 p.m.	IBM Connect2014 Conference Registration Open (Dolphin Convention Foyer)
7:00 a.m.–8:15 a.m.	Breakfast (Dolphin, Pacific Hall)
8:30 a.m.–10:30 a.m.	Business Partner Day Opening General Session with guest speaker, Geoffrey Moore
10:30 a.m.–11:00 a.m.	Break
	Breakout Sessions
11:00 a.m.–12:00 p.m.	BPD101 Smarter Commerce — Helping CMOs Improve a Customer Digital Experience BPD102 IBM Platform for Social Business — Strategy and Roadmap
12:00 p.m.–1:30 p.m.	Lunch
1:30 p.m.–2:30 p.m.	BPD201 Exceptional Digital Experience — Strategy and Roadmap BPD202 IBM Notes and Domino on Premises and in the Cloud — Value Propositions BPD203 Business Partner Solutions — Brokering for Success BPD204 New Insights and Better Outcomes with Smarter Content to Drive Exceptional Customer Experiences BPD205 Top 5 Marketing Best Practices to Accelerate Your Pipeline and Growth BPD206 Making Money by Selling Value-Add Solutions around IBM's Software Portfolio
2:45 p.m.–3:45 p.m.	BPD301 Exceptional Digital Experience — Value Proposition and Competitive Positioning BPD302 IBM Connections: Retooling the Modern Workforce — on Premises and in the Cloud BPD303 Business Partner Solutions — Brokering for Success BPD304 Growing Your Business with SaaS: Cloud Options for IBM Business Partners BPD305 Comprehensive Marketing Planning v. Isolated Marketing Tactics BPD306 What Worked for Our Company as We Partnered with IBM — an ISV Perspective
3:45 p.m.–4:15 p.m.	Break
4:15 p.m.–5:15 p.m.	BPD401 Exceptional Digital Experience — Selling Strategies/Best Practices BPD402 IBM Platform for Social Business — Competitive Positioning BPD403 Driving Business Opportunity with Social Business Patterns BPD404 Enhance Your Business Potential with IBM Smarter Workforce and Kenexa Solutions BPD405 Market Insights: The Rising Opportunities for Social Solutions and Services — A Transformative Market Opportunity BPD406 Ignite your IBM SmartCloud for Social Business Integration
6:30 p.m.–9:30 p.m.	IBM Connect2014 Welcome Reception in the Solution Showcase and Poolside

Reminder: The IBM Business Partner Reception will be held Monday, January 27, 8:30 p.m.–10:30 p.m. in Disney's Atlantic Dance Hall

Session Tracks — Part I

		IBM Social Business Solutions		
		Exceptional Digital Experience	Collaboration on Premises and in the Cloud	BP Teaming & Reaching New Buyers
8:30 a.m. – 10:30 a.m.	General Session			
10:30 a.m. – 11:00 a.m.	Break			
11:00 a.m. – 12:00 p.m.	<p>BPD101 (Swan 4) Smarter Commerce — Helping CMOs Improve a Customer's Digital Experience</p> <p><i>Speakers: Carol Deyerle, Jessica White</i></p> <p>An exceptional digital experience is one that continually exceeds customer expectations and raises the bar on the competition. Chief Marketing Officers (CMOs) need real time insights from web analytics and digital customer behavior to create personalized marketing campaigns, more relevant content, and an intuitive customer journey across website, mobile, email, and other digital channels. The combination of IBM's Digital Marketing Optimization and Exceptional Digital Experience solutions allow you to deliver new value to CMOs, who are projected to spend more than their IT counterparts by 2017.</p>	<p>BPD102 (Swan 5 & 6) IBM Platform for Social Business — Strategy and Roadmap</p> <p><i>Speaker: Jeff Schick</i></p> <p>Direct from the source! Jeff Schick previews how the IBM Platform for Social Business, already the industry leader, will further outpace the competition and help you and your customers energize life's work. Hear sneak peaks of announcements IBM will be making at Connect 2014. Watch the latest technology roadmaps unfold to paint a compelling vision of a unified, smarter, security-rich, and simple platform for social business — delivered from the Cloud, on premises, or anything in between — that makes employees more energized, customers more engaged, and your business more profitable.</p>	[No session this track]	
12:00 p.m. – 1:30 p.m.	Lunch			
1:30 p.m. – 2:30 p.m.	<p>BPD201 (Swan 5 & 6) Exceptional Digital Experiences — Strategy and Roadmap</p> <p><i>Speakers: Larry Bowden, Brian Chaput</i></p> <p>Today's customer is more individualized, mobile, social, and powerful than ever before. They are truly in the driver's seat when it comes to the demands of the market, delivery, and service expectations. Given the rapid escalation in online purchasing and social share of voice, it is paramount that businesses rise to the demand to provide exceptional digital customer experiences that are empowering, compelling, consistent, and relevant to every customer, at every entry point. In this session we'll share our strategy and vision to capture the market and our roadmap that will enable you to deliver award-winning customer experiences for spectacular business results to your clients.</p>	<p>BPD202 (Swan 2) Notes and Domino on Premises and in the Cloud — Value Propositions</p> <p><i>Speakers: Scott Souder, John Beck</i></p> <p>The introduction of IBM Notes and Domino 9.0 Social Edition was just the beginning of our transformation of the IBM Messaging and Collaboration portfolio! You know the business value of our technologies; you've also watched us give you the ability to weave the benefits of social collaboration right into your messaging experience. Now, join us as we cover the highlights of 2013, and energize you with a glimpse of where we are headed! And, of course, there will be demos! This session is specially designed for Resellers, Consultants, and Systems Integrators.</p>	<p>BPD203 (Swan 7 & 8) Business Partner Solutions — Brokering for Success</p> <p><i>Speakers: Mauricio Martens, IBM; Tom Simmons, Blue Iron; Wojciech Krocak, Dysant; Alex Homsí, Trilog; Eric Down, Actiance</i></p> <p>ICS Business Partners, along with their solutions, services, and customer relationships, are key to the success of the ICS portfolio in the market. These sessions will feature Business Partners briefly presenting their unique ICS technology-based solutions and value propositions. Consider how you can team up with these Business Partners to leverage their solutions to grow your business.</p>	

Session Tracks — Part I

SaaS and Smarter Commerce	Marketing to Build Your Pipeline and Drive Sales	Application Development (ISV)	
General Session			8:30 a.m. – 10:30 a.m.
Break			10:30 a.m. – 11:00 a.m.
[No session this track]			11:00 a.m. – 12:00 p.m.
Lunch			12:00 p.m. – 1:30 p.m.
<p>BPD204 (Swan 1) New Insights and Better Outcomes with Smarter Content to Drive Exceptional Customer Experiences</p> <p><i>Speaker: Cengiz Satir</i></p> <p>Expand your business with enterprise content management and leverage modern social collaboration elements such as liking, tagging, and following for content collaboration across your users. Hear how a strategic business partner, Genus Technologies, delivered customized solutions and implementation services to help take their customers' businesses to the social business level.</p>	<p>BPD205 (Swan 4) Top 5 Marketing Best Practices to Accelerate Your Pipeline and Growth</p> <p><i>Speaker: Shaun Jones</i></p> <p>Whether you are new and just getting started or you are an experienced marketer, this session should not be missed. Learn the top five marketing best practices your peers are leveraging to drive increased pipeline and growth. Hear about what's hot and new from us to support your marketing success. Walk away with a focused action plan that will take your marketing to the next level.</p>	<p>BPD206 (Swan 9 & 10) Making Money by Selling Value-Add Solutions Around IBM's Software Portfolio</p> <p><i>Speakers: Loraine Wong, Gopal Gupta</i></p> <p>You are an ISV looking to work with IBM. Perhaps you are a long-time IBM Partner looking to expand to new markets and prospects. Or may be you are new to IBM and have not yet built relationships with customers, sales reps, and Business Partners. In this session, we explore ways to improve the marketing and sales reach of your solutions by taking advantage of various IBM programs and communication vehicles. We share some examples and user stories of Partners across the breadth of the ICS portfolio. We also discuss opportunities to leverage IBM analytics portfolio to gain valuable insights from the growing amount of social engagement data available to customers.</p>	1:30 p.m. – 2:30 p.m.

Session Tracks — Part II

	IBM Social Business Solutions		
	Exceptional Digital Experience	Collaboration on Premises and in the Cloud	BP Teaming & Reaching New Buyers
2:45 p.m. – 3:45 p.m.	<p>BPD301 (Swan 3) Exceptional Digital Experiences — Value Proposition and Competitive Positioning</p> <p><i>Speakers: Mark Moore, Ken Krause</i></p> <p>Delivering an exceptional digital experience to your customers can be confusing. Competing technology offerings abound, with lists of features that seem endless. Evaluating alternatives is difficult and success won't be found in the differences between two lists of check-off items. Successfully delivering an exceptional digital experience requires aligning to strategic business goals, identifying measurable success criteria, and then focusing on the technology that will drive performance. This session will show you how and why IBM-driven Social Business initiatives produce measurably better business outcomes. We'll also discuss how IBM Exceptional Digital Experience solutions produce the results their competitors simply cannot.</p>	<p>BPD302 (Swan 2) IBM Connections— Retooling the Modern Workforce, on Premises and in the Cloud</p> <p><i>Speakers: Suzanne Livingston, Ramsey Pryor, Miki Banatwala</i></p> <p>IBM Connections provides the platform of social tools needed to transform an organization into a social business, enabling businesses to share content and expertise, reach customers and partners faster, crowdsourcing innovation, and ultimately, work smarter. In this session, we will describe what's new in IBM Connections and highlight the new features being planned for the next release. Learn how you can extend the capabilities and value of Connections. Capitalize on both Cloud and on-premises deployments to deliver the latest and leading social capabilities from the only platform that is smart, simple, and security rich. This session is specially designed for Resellers, Consultants, and Systems Integrators.</p>	<p>BPD303 (Swan 7 & 8) Business Partner Solutions — Brokering for Success</p> <p><i>Speakers: Mauricio Martens, IBM; Tom Simmons, Blue Iron; Wojciech Krocak, Dysant; Alex Homsy, Trilog; Eric Down, Actiance</i></p> <p>ICS Business Partners, along with their solutions, services, and customer relationships, are key to the success of the ICS portfolio in the market. These sessions will feature Business Partners briefly presenting their unique ICS technology-based solutions and value propositions. Consider how you can team up with these Business Partners to leverage their solutions to grow your business.</p>
3:45 p.m. – 4:15 p.m.	Break		
4:15 p.m. – 5:15 p.m.	<p>BPD401 (Swan 3) Exceptional Digital Experiences — Selling Strategies/ Best Practices</p> <p><i>Speakers: Tony Fiorot, Tony Higham</i></p> <p>In this session you will hear from our sales and product strategy leaders, as well as Business Partners on how they have been successful in positioning and implementing key projects with their clients. We will discuss how IBM is adapting to the trends in the digital experience market, keys to success, and lessons learned to help you make 2014 a great year.</p>	<p>BPD402 (Swan 2) Platform for Social Business— Competitive Positioning</p> <p><i>Speakers: Ronald E. Denham, Tony Ollivier</i></p> <p>Global market forces in social, analytics, mobile, cloud and the rise of the independent worker, require organizations to rethink how they develop and foster a workforce that's more closely tied to the performance of their business. These market forces have created a dynamic and competitive technology industry. Hear how the IBM Platform for Social Business provides a differentiated value to our customers. Learn how you can win with IBM technologies to provide business value that our competitors cannot deliver.</p>	<p>BPD403 (Swan 7 & 8) Driving Business Opportunity with Social Business Patterns</p> <p><i>Speakers: Scott Smith, Alan Hamilton</i></p> <p>IBM has identified six social business patterns, which are real life use cases that are transforming business processes, enabling organizations to quickly produce meaningful value and improve business results. In this session, we will provide an overview of the six social business patterns, share specific examples of how our clients are benefiting from the use of patterns, and discuss how patterns can help you create and progress deals.</p>
6:30 p.m. – 9:30 p.m.	IBM Connect2014 Welcome Reception in the Solution Showcase and Poolside		

Session Tracks — Part II

SaaS and Smarter Commerce	Marketing to Build Your Pipeline and Drive Sales	Application Development (ISV)	
<p>BPD304 (Swan 1) Growing Your Business with SaaS: Cloud Options for IBM Business Partners</p> <p><i>Speaker: Dennis Shafto</i></p> <p>There has never been a better time to capture this SaaS opportunity with IBM SmartCloud solutions. IBM's leadership in the SaaS space is setting the agenda, and we want our IBM Business Partners to be part of it. Join this session to learn about opportunities for IBM Business Partners in the cloud, building an annuity business, private labeling SmartCloud for Social Business, and Cloud extensibility.</p>	<p>BPD305 (Swan 4) Comprehensive Marketing Planning vs Isolated Marketing Tactics</p> <p><i>Speakers: Heather Moore, IBM; Frances Polanec, IBM; Elizabeth Albert, Avnet Services</i></p> <p>Join us to learn how to leverage the buyer's journey and what this means for your marketing plan and tactics. Learn how to integrate new marketing vehicles into this journey and to reach new target audiences. Recent best practices of IBM SWG Comarketing will be shared - to double your marketing funds, to do more with less investment, and to get the tools and support you need to reach your customers.</p>	<p>BPD306 (Swan 9 & 10) What Worked for Our Company as We Partnered with IBM — an ISV Perspective</p> <p><i>Speakers: Panel of 3 ISV Business Partners and Prabu Ayyagari</i></p> <p>Listen to three Business Partners as they share the story of their partnership with IBM Social Business. This interactive panel discussion is your opportunity to learn what works, tips and tricks, and how to optimize your integration with the IBM portfolio.</p>	2:45 p.m. – 3:45 p.m.
Break			3:45 p.m. – 4:15 p.m.
<p>BPD404 (Swan 1) Enhance Your Business Potential with IBM SmarterWorkforce and Kenexa Solutions</p> <p><i>Speakers: Nancy Toda, Gary McBride, Maryann Johnson</i></p> <p>This session focuses on Business Partner programs that will be available to support Kenexa solutions. Learn how the programs work, how to sign up, and the business value of teaming with IBM in the smarter workforce market. We will also review the product roadmap and how heritage IBM and Kenexa offerings align to deliver a smarter workforce.</p>	<p>BPD405 (Swan 4) Market Insights: The Rising Opportunity for Social Solutions & Services</p> <p><i>Speakers: Carol Galvin, Catherine Lord</i></p> <p>An overview of the transformative opportunity for social business including related cloud, analytics and mobile capabilities by buyer type, geography and industry. This session covers the key purchasing drivers for your customers and sets the stage for new and exciting business conversations. This year, we will focus on the priorities for the CIO, CMO, CHRO as well as other business leaders that influence decisions and we will share our latest research and predictive models. The session will also take a look at shifts in delivery models including socially-enabled business processes as a service and application development.</p>	<p>BPD406 (Swan 9 & 10) Ignite Your IBM SmartCloud for Social Business Integration</p> <p><i>Speaker: Paul Bastide</i></p> <p>Customers ask for it; developers deliver it. It is the IBM SmartCloud for Social Business — IBM's social features in the Cloud. This session teaches developers how to develop an integration from requesting a trial, to setting up the IBM Social Business Toolkit SDK, testing the integration, prototyping an integration, and building an integration which delivers value to the customer.</p>	4:15 p.m. – 5:15 p.m.
IBM Connect2014 Welcome Reception in the Solution Showcase and Poolside			6:30 p.m. – 9:30 p.m.

Café

Welcome to the IBM Business Partner Café



The Business Partner Café is THE place to be at IBM Connect 2014!

Spend a few minutes talking with IBM subject matter experts who can offer the latest insights about the IBM software portfolio and social business. The Café is your most convenient opportunity to meet with IBM Business Partner program experts to discuss programs, offerings, marketing techniques and incentives to best align your business priorities. The Café is also the perfect place to network with other IBM Business Partners, meet with the IBM team to build future plans and hold one-on-one meetings.

Join us in the IBM Connect Solution Showcase

Sunday, January 26	6:30 p.m.–8:30 p.m.
Monday, January 27	10:00 a.m.–3:45 p.m. 6:00 p.m.–8:00 p.m.
Tuesday, January 28	9:15 a.m.–3:00 p.m.
Wednesday, January 29	9:15 a.m.–3:30 p.m.

Sponsored by:



Ingram Micro Inc., a Fortune 100 company, is the world's largest technology distributor and a leading technology sales, marketing, and logistics company for the IT industry worldwide. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services, and product aggregation and distribution. With a dedicated IBM team of over 40 people, our priority is to grow IBM Hardware, Software, and Services sales and increase profitability for our IBM resellers. Ingram Micro's goal is to increase our customer's profitability and market reach.

Learn more about partnering with Ingram Micro and how it can benefit your IBM business. Contact the IBM Software Market Development Team today at ibmsoftwareteam@ingrammicro.com

Winning Against the Competition

Selling against the competition just got a little easier thanks to IBM's Competitive Project Office. Whether you're new to IBM Collaboration Solutions or a seasoned veteran, make sure to stop by our table at the Business Partner Café. Talk to our subject matter experts about the Social Business and Collaboration competitive landscape, see live product demonstrations and gain insights on how to win new customers while growing your existing customer base.

Understand the Kenexa Business Opportunity

Kenexa, a wholly owned IBM subsidiary is a leading provider of talent management solutions that help customers optimize their most important asset — their workforce. Join us and learn how Kenexa will provide a critical foundation for IBM's Smarter Workforce and how you can start on growing your business with Kenexa and IBM solutions.

Ecosystem Development

Stop by the Ecosystem Expertise table to learn more about our offerings around social business, big data and business analytics, PureSystems and MobileFirst. We offer a variety of programs for our Business Partner ecosystem to help deliver the most value to you and the clients you work with. Learn how to maintain your professional edge and stay ahead of technical trends, solve problems quickly, form meaningful connections among peers, and amplify your leadership voice to increase your sphere of influence.

Marketing and Lead Generation

Energize your marketing! Come to the BP Café and learn more about the IBM resources you can use to help build your 2014 opportunity pipeline. IBM Marketing subject matter experts will be available to review your marketing plan or help you start a new one. Do you need to know more about IBM marketing benefits or resources you can use to accelerate your demand generation? Are

Business Partner Resource Center

Explore the possibilities!

Do you have questions? We have answers!

Take advantage of the TouchScope Kiosk in the IBM Connect Business Partner Café to self-navigate through a selection of important IBM Business Partner topics.

Build Your Skills

- Business Partner Technical Vitality
- Certifications
- PartnerWorld University
- IBM Value Package
- Know Your IBM
- Education Discounts
- Ready for Technical Validations
- EcoSystems Expertise
- IBM Software Practice Accelerators
- Software Access Catalog

Understand Incentive Programs

- Software Value Plus
- Software Value Incentive
- Solution Accelerator Incentive
- Software Subscription and Support
- Software Value Plus Capability & Industry Authorizations
- Business Partner Led Model
- IBM Global Financing
- PureSystems
- IBM Influencer Marketing Funding
- Software Value Advantage Plus
- Business Partner Membership Benefits
- Renewal Value Plus

Leverage Business Tools

- Partner World
- Lead Passing
- BP Locator Tool
- Partner Portal
- developerWorks
- Partner Guided Selling Special Bid Capabilities
- TopCloud for Business Partners
- bCase Application
- Software One

Drive Demand with Marketing

- Co-Marketing
- Ready to Execute
- IBM Business Partner Client Reference
- Web Content Syndication
- Social Media Enablement
- Midmarket

Recent Key Announcements

- System z
- PureSystems

Discover Innovation Centers

- IBM Innovation Center Roadmaps
- Catalog of Capabilities

Strategic Capabilities

- Cloud Computing
- Mobile Enterprise
- Social Business
- Big Data and Analytics
- Expert Integrated Systems

you interested in the Co-marketing Center, web content syndication or how to use social media to strengthen your marketing mix? Have you been wondering about IBM Software One and its portfolio of solutions for Social Business, Big Data and Analytics, Cloud, Mobile and more? Stop by—we'll be there to answer your questions!

Partner Programs and Benefits

Learn how IBM can enhance your revenue and profit opportunities through our rich partnership programs including Lead Passing, Software Value Incentives (SVI), Software Value Package (SVP), expanding your business with Cloud or ASL, support (technical, sales & enablement) and using IBM SmartCloud solutions in your business. Have a conversation with the subject matter experts who will be available to answer your questions about the incentives and benefits available to you.

Get Energized at Connect 2014 — Connect the Circuit

Attending IBM Connect 2014 is all about making connections — connecting with colleagues, making new connections with IBMers and new Business Partners, and making connections with the new products and solutions available to help you extend your business opportunity.

We want you to get the most out of Connect 2014 by attending all the Business Partner activities, beginning with Business Partner Day on Sunday. We have a challenge for you!

At each Business Partner activity throughout the week, you can collect pieces of the circuit to add to your conference lanyard/pouch. Collect all the items below, and you can earn an additional energizing final piece of the circuit. Be sure to stop by the BP Café on the show floor for more details and to collect your final prize. You must be wearing all your circuit bling to qualify.

As a thank you for attending Business Partner Day opening general session, you earn the first part of the circuit. Attend the breakout sessions, your circuit takes shape.

Get additional circuit pieces at these events:

- Business Partner Reception, Monday, January 27, 8:30 – 10:30 pm, Atlantic Dance Hall
- Visit all the SMEs in the BP Café in the Solution Showcase
- Download a presentation on the Business Partner Resource Center in the Business Partner Café
- Complete a solution center evaluation form available at the Business Partner Café

Be sure to come to the Business Partner Café to collect your final piece of the circuit!

More to explore as an IBM Business Partner...

During IBM Connect

2014 Connect Business Partner Reception — Get Energized!

You're invited! After spending a couple days collaborating, networking, meeting, and learning, it is time to chill, relax, unwind, and GET ENERGIZED! In appreciation of your loyalty and commitment to IBM Collaboration Solutions, please join our executives, as well as the Worldwide Channel Sales and Marketing team, at a reception in your honor.

We are offering delicious appetizers, soft drinks, wine, beer, and some "energizing" subject matter experts that will have extra pieces of the Circuit. The only thing missing is YOU!

Please join us for an entertaining night at the IBM Business Partner reception. Don't come late. Be sure you have your IBM Connect Business Partner badge with you for entry.

When: Monday, January 27, 8:30 p.m. – 10:30 p.m.

Where: Disney's Atlantic Dance Hall (on the boardwalk)

Build Skills. Expand Your Business.

More eligible tests and more opportunities to grow skills! IBM Business Partners with technical certifications often grow faster and satisfy customers best. While you are at IBM Connect in Orlando, upgrade your skills and ensure readiness for Software Value Plus (SVP) and Software Value Incentive (SVI) certifications. All technical certification tests are available, as well as select technical sales mastery tests.

One of the biggest draws at this event has always been the certification testing and prep labs. IBM is pleased to announce, for the very first time, that **unlimited complimentary IBM Collaboration Solutions exams will be available for all registered attendees for the duration of the conference.** All other Software Group exams will be available for 50% off the regular price. As in previous years, testing will take place in the Lark room of the Swan Hotel.

Information on the Virtual Prep Lab, including access codes for both e-book courseware and assessment tests, may be found in the prep lab and Testing Q&A areas, outside the Lark and Peacock rooms in the Swan Hotel.

In order to allow for greater flexibility and provide Business Partners with the best possible experience, testing candidates will be served on the spot. There is no need to pre-register and be held to a specific time slot. To take an exam, simply sign-in outside the testing lab in the Swan Hotel's Lark room. Professionals who have taken certification tests in the past are encouraged to bring their testing ID.

When: Monday, January 27 11:00 a.m. – 6:00 p.m.

Tuesday, January 28 8:00 a.m. – 6:00 p.m.

Wednesday, January 29 8:00 a.m. – 6:00 p.m.

Thursday, January 30 8:00 a.m. – 1:00 p.m.

Where: Prep Lab, Swan: Peacock 1 & 2

Testing Lab, Swan: Lark 1 & 2

After IBM Connect

Stay Connected. Get Informed. Take Action.

IBM wants to keep you up to date on important IBM Business Partner news and information related to programs and solutions. Here are the key communications tools IBM Collaboration Solutions uses to help make that happen.

PartnerWorld: [IBM Collaboration Solutions home page on PartnerWorld](#)

Email: ICSBP@us.ibm.com

Twitter: Follow us on Twitter [@ibm_ics_bps](#), [@ibmpartners](#), and [#IBMPartners](#)

Facebook: [Request to join our private ICS Business Partner Facebook group](#)

Blog: [Collaborate for Success blog](#) and [IBM Software Business Partner blog](#)

LinkedIn: [IBM Software Business Partners LinkedIn group](#)

Your company is an [IBM PartnerWorld](#) member. As an employee, you may choose to register for an individual PartnerWorld ID and set up your profile. It is very important you [keep your PartnerWorld profile up to date](#). Complete your interest profile to ensure you select the areas of interest important to your company's business strategy and your role — sales, marketing, technical. For IBM Collaboration Solutions, there are four areas of interest to select from to help us target the information that is right for your business. These areas of interest align with key capabilities relevant to our customers:

- Social collaboration
- Digital experiences
- Unified communications
- Smarter Workforce

IBM Social Business Seminars

Energizing life's work

IBM Connect 2014 post event materials will be available in the [IBM Business Partner SmartCloud community](#) for IBM Business Partners to conduct a full day/half day 'regional conference' style event, similar to past road shows, AND/OR conduct one or more of the shorter seminars focused on Social Business Strategy and Innovation, Smarter Workforce, Exceptional Customer Experiences, and the Lotusphere Technical Program information.

The [IBM Business Partner SmartCloud community](#) will contain graphics and event materials for IBM Business Partners to use when hosting events. If you do not yet have access to this community, please email sonali.sonde@in.ibm.com to request access.

IBM Collaboration Solutions Business Partner Sales Plays

[IBM Collaboration Solutions \(ICS\) Business Partner sales plays](#) are important, compelling sales initiatives focused around specific customer needs, targeted to a particular audience, and for a specific period of time. ICS solutions and services are being implemented in specific patterns of use within multiple industries. We have developed patterns of use sales plays to help you identify and progress customer opportunities by linking these patterns of use with business value and capabilities.

IBM Collaboration Solutions SalesTalks and TechTalks

Search for a complete listing of upcoming IBM Collaboration Solutions enablement events using [IBM PartnerWorld's event finder](#). All IBM Collaboration Solutions SalesTalk and TechTalk replays are available for you to download. Bookmark this link.

Presentation and audio replay files of selected Business Partner Day sessions will be posted to the [IBM Collaboration Solutions SalesTalk and TechTalk replay page](#) under the IBM Connect BPD tab following the conference.

IBM Web Content Syndication: Up-to-date IBM Content on Your Web Site

Is your Web site working for you? Is your Web site really driving enough business? [IBM Web Content Syndication](#) can help by turning your Web site into a lead generation tool while automatically keeping it up-to-date with IBM-provided content. Enhance the power of your company's Web site with direct feeds of IBM product and marketing content from [ibm.com](#), using the IBM Web content syndication service.

Get started today!

IBM Co-Marketing Center

The [IBM Co-Marketing Center](#) is your one-stop to maximize your co-marketing investment with IBM. Now you can use "ready to execute" campaign materials that can be customized easily for your unique requirements. You can also apply for IBM co-marketing funds to help fund your campaign execution.

Click "Learn More" to access [online education materials](#): Quick Reference Guide, Create and Design Step-by-Step Instructions and FAQs

IBM PartnerWorld Value Package

Reduce costs! Purchase the [IBM Value Package](#), an optional fee-based set of benefits that will help you attain the skills necessary for the IBM Software Value Plus initiative. The benefits include:

- Access to IBM software
- Education reimbursement through the You Pass, We Pay and You Test, We Pay offers
- Technical support for presales and predeployment situations

IBM Software Sales Kits

[Software sales kits](#) gather together the most valuable information for IBM's products and solutions to help you generate leads and find answers quickly to your customer's questions. The consistent design of kits across all brands and industries saves you time in building cross-brand solutions to maximize your revenue and profits.

Learn what each offering is, how it works, and what it works with. Find ready-to-use materials and information you can use in sales calls, demonstrations, presentations, proposals, or to build your own marketing campaigns. View kits by name, software category, platform, document type, or date last revised.

Ready for IBM Social Business program

[Ready for IBM Social Business](#) can help you demonstrate that your solution meets key IBM Social Business integration standards, enabling you to differentiate your offering from the competition. Achieving Ready for IBM Social Business validation shows customers that your solution meets or exceeds IBM compatibility criteria with one or more of the IBM Social Business products.

Referenced Links

Register for a PartnerWorld ID: ibm.com/partnerworld/pwhome.nsf/weblook/pub_join_allBPs.html

IBM Business Partner SmartCloud Community: tinyurl.com/SmartCloudCommunity

IBM Collaboration Solutions (ICS) Business Partner sales plays: ibm.com/partnerworld/page/swg_com_sfw_lotus_sales_plays

IBM PartnerWorld event finder: ibm.com/partnerworld/wps/pwselector.jsp?eventfinder

IBM Collaboration Solutions SalesTalk and TechTalk replays: ibm.com/partnerworld/page/swg_com_sfw_lotus_salestalk_techtalk_replays

IBM Web Content Syndication: ibm.com/partnerworld/syndication

IBM Co-Marketing Center: ibm.com/partnerworld/page/pw_com_cfm_index

IBM Co-Marketing education materials: ibm.com/partnerworld/page/pw_com_cfm_comarketing_education

IBM PartnerWorld Value Package: ibm.com/partnerworld/mem/valuepack/mem_ben_value_resellers.html

Software sales kits: ibm.com/partnerworld/wps/pwselector.jsp?componentfinder

Ready for IBM Social Business program: ibm.com/partnerworld/page/isv_com_dvm_techval_social_business

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