

IBM Software Value Plus

More targeted IBM solutions, faster deployments, reduced implementation risk

Go farther, faster.

To perform at a higher level, you need to work with highly skilled experts who understand your business inside and out, and can help you achieve your objectives. Go farther, faster. And compete to win in today's global marketplace.

To empower your success, IBM is implementing Software Value Plus. It will impact the way you purchase some IBM Software through IBM Business Partners. Through Software Value Plus, IBM Business Partners worldwide are making an extensive investment in skills and a renewed commitment to providing the solutions you demand.

This change is designed to increase value for you. When engaging an IBM Software Business Partner, you can be assured that you will receive high quality software solutions, service and support – what you need, where and when you need it.

IBM Software Value Plus will ensure you:

- Extend your reach with targeted solutions
- Experience faster time to market
- Minimize your risk in solution implementation

New Model, More Value

Software Value Plus organizes the entire IBM Software portfolio into two categories – **Open and Authorized.**

OPEN

Open Portfolio products can be acquired through all IBM Business Partners. Products in the Open Portfolio are primarily focused on mid-sized businesses, have broad market appeal, rapid time-to-value and a high degree of usability.

The Value of OPEN

Fast time to value—ubiquitous access and out-of-the-box capabilities for many general business needs

Ease of use—lower skill requirements and streamlined solutions

AUTHORIZED

Authorized Portfolio products can only be acquired through Business Partners approved by IBM to sell them. Authorized Business Partners have demonstrated advanced skills through certifications and/or approved solutions with leading capabilities.

The Value of AUTHORIZED

More targeted solutions—customized support and solutions specific to your unique business challenges

Faster deployments—accelerated time to market

Reduced implementation risk—proven solutions and deep technical skills





For More Information

Beginning January 25, 2010, IBM Business Partners will need to be authorized in order to resell a specific set of our offerings. IBM has developed the Software Value Plus Authorized Business Partner Finder tool to help you quickly identify skilled Business Partners and solutions. To access, visit

ibm.com/software/info/abpfinder/

You will continue to be able to acquire Open Portfolio products, as you do today, from any Business Partner.

For additional information about IBM Software Value Plus, visit ibm.com/software/softwarevalueplus, ask your Business Partner or IBM sales representative, or send an email to IBMSWBP@us.ibm.com.

To learn more about the IBM software portfolio, visit ibm.com/software.

To see the requirements for a Business Partner to become authorized, please visit the IBM PartnerWorld Authorized Portfolio criteria webpage at ibm.com/partnerworld/page/svp_authorized_portfolio_criteria.

© Copyright IBM Corporation 2010

IBM Software Group
Route 100
Somers, NY 10589 U.S.A.

Produced in the United States of America
January 2010

All Rights Reserved

IBM, the IBM logo, and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. These and other IBM trademarked terms are marked on their first occurrence in this information with the appropriate symbol (® or ™), indicating US registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at ibm.com/legal/copytrade.shtml.