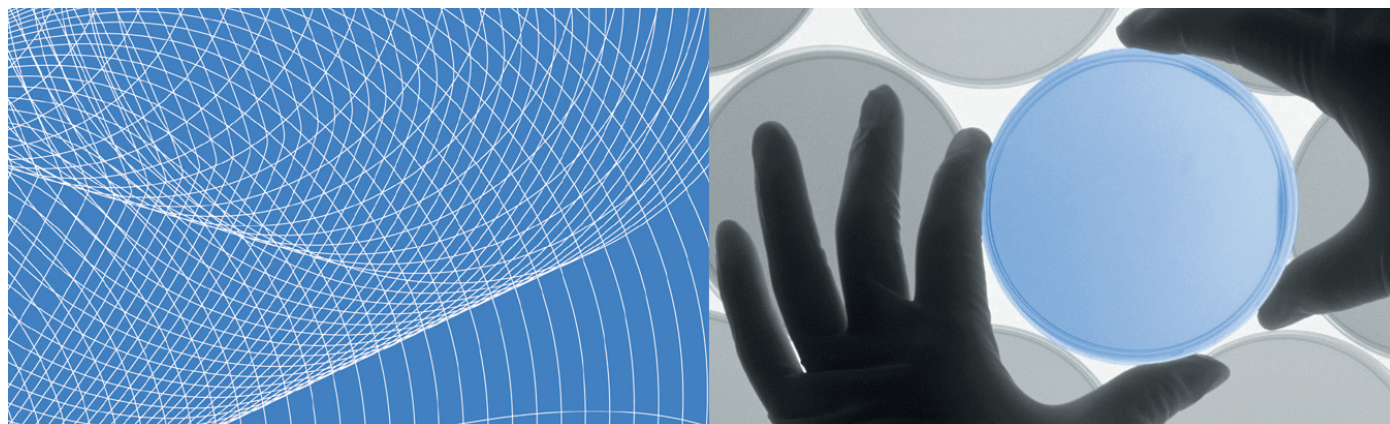


Grid ecosystem programs that lead to real business advantage



Do your customers know the power of grid computing?

Grid offers businesses a host of practical benefits for coping with—and taking advantage of—On Demand Business. Our grid ecosystem programs offer you the resources you need to help you move your customers into the grid-enabled world. The following resources can help you win!

Worldwide support for technical enablement

IBM grid ecosystem programs are helping IBM Business Partners differentiate their businesses and achieve greater competitive advantage. How? By providing support, tools and training from IBM PartnerWorld® University and IBM Innovation Centers.

Our grid offerings provide high-value solutions that help drive new levels of innovation and business success. More than 60 independent software vendors (ISVs) have enabled their applications in the IBM Innovation Centers. We have expanded direct access to IBM grid enablement, porting and validation resources worldwide, with partnership centers in Chicago; San Mateo, CA; Waltham, MA; Hursley, England, and at our new center in Shanghai. Remote enablement is also available through a virtual private network (VPN) connection.

Validation made visible with Ready for Grid Computing mark

After you are grid-enabled and validate your products, you can display the IBM Ready for Grid Computing mark. This mark assures your customers that your products have been tested and proven. It's the confidence booster they'll appreciate as they continue their journey to becoming an On Demand Business.

Sales enablement education

New Grid and Grow sales education for resellers is coming soon from PartnerWorld University. The education includes the general sales module, Selling Grid and Grow, and two technical sales modules. *Introduction to Grid and Grow* covers grid computing basics as they relate to the Grid and Grow offering. *Grid and Grow Packaging* provides in-depth, component-level education that includes suggestions for up-selling. A sales kit complete with a customer presentation, rolling demo, a solution brief and case study is also available.

Networks for selling and building partnerships

Leading-edge IBM ValueNet builds selling networks that can help you take offerings such as Grid and Grow to market.

Building solutions with Business Partners

IBM is enhancing its Grid and Grow offering by adding new partnerships. Mainline Information Systems, a long-standing IBM Tier 1 Solutions Provider and Reseller, is leading the way as we expand our ecosystem of grid resellers and partners. Mainline's mission is to deliver the highest-quality grid-based solutions in the market.

Mainline is implementing strategic partnerships with top ISVs and systems integrators (SIs) in the grid industry. With its effective road map and go-to-market strategy that bundles hardware, software, services and financing into a cohesive business model, Mainline is well positioned to handle even the most complex of grid endeavors.

Univa Corporation and United Devices, Inc., have recently joined IBM and our reseller Partners to enhance this offering and enable innovation with grid technology. These Partners add to our original Grid and Grow partners Altair, AMD, DataSynapse, Intel, Novell, Platform, RedHat and SAS.

Building opportunity

IBM Business Partner offerings for grid computing extend the IBM PartnerWorld Industry Network (PWIN) benefits with customized grid content and go-to-market resources.

Ready for Grid Partners receive special access to the Virtual Loaner Program (VLP), where a mini-grid can be built for testing and demonstration.

Becoming an ecosystem participant

Who benefits from becoming a Grid and Grow Partner?

- *Systems integrators who need to demonstrate their thought leadership and understanding of industry trends, adoption of leading-edge technologies, computing models and requirements.*
- *ISVs who want to gain a competitive advantage by providing their customers with enhanced computing capabilities.*
- *Resellers who want to generate new forms of revenue. Grid and Grow makes selling grid easy and has excellent up-sell potential.*

Your next steps

Drive new areas of growth and differentiate your business with IBM's grid resources. Get started today!

For more information on IBM's grid Partner programs, visit ibm.com/grid/partner

For more information on the Ready for IBM Grid Computing mark, visit ibm.com/partnerworld/isv/tech/validation/grid

IBM representatives:

Grid Geo Channel Managers:

Americas – Jerry Baldock,
jerry_baldock@us.ibm.com

Asia Pacific – Masanao Kuramochi,
mkura@jp.ibm.com

Europe – Olivier Colas, ocolas@fr.ibm.com

Grid Innovation Center Program Manager:

Mike Sheets – dmsheets@us.ibm.com



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IBM Systems and Technology Group
Route 100
Somers, NY 10589

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