

Becoming IBM System Storage ProvenTM



Overview

The IBM System Storage Proven program is designed to:

- Help give your solutions higher **visibility** to customers and the IBM sales channel
- Help **differentiate** your solution(s) in the marketplace with the IBM System Storage Proven designation
- Help to **position** your solution(s) more closely with IBM business solutions

Introduction

The System Storage Proven mark represents solutions that have successfully completed interoperability qualification with specified IBM System Storage products in accordance with the terms of the System Storage Proven program.

The System Storage Proven program was designed with simple objectives:

- To help end-user clients make better, more informed buying decisions
- To help developers increase the visibility of their solutions to potential end-user clients by qualifying for the use of a special mark trademarked by IBM

IBM System Storage Proven solutions have been qualified by one of the following ways:

1. A solution has been successfully installed and running on an IBM System Storage product in a real-world, customer environment.
2. A solution has successfully completed interoperability testing with specified IBM System Storage products at an IBM facility or approved test location.

This document describes the processes for a solution provider to participate in the System Storage Proven program in each of the two possible ways.

First Steps

There's never been a better time to team with IBM. The IBM brand ranks among the world's top 10 brands year after year, and IBM has the broadest portfolio of integrated On-Demand solutions in the industry.

PartnerWorld is a worldwide program for IBM Business Partners that offers sales and marketing tools, skill-building courses and technical support to help create opportunities for you to grow your business—and drive increased profit.

Please visit: <http://ibm.com/partnerworld>

This is where you can find out how to join PartnerWorld. Read the membership criteria, and learn about member benefits. To join PartnerWorld, you must first obtain an IBM ID and password. You can do so by registering on the IBM Registration Web site.

If you already have an IBM ID and password, you may proceed to the next page.

IBM Registration

Step 1

Visit: <https://www.ibm.com/account/profile> to access your **My IBM profile** home page.

Click on **Register**: <https://www.ibm.com/account/profile/us?page=reg> under the **User information** section to obtain your unique IBM ID and password.

Step 2

You will now be presented with the first part of the **My IBM Registration** form in which you will need to select your password.

Please complete all the required fields of the form before clicking on **Submit**

Step 3

This is the second part of the **My IBM registration** form. Please provide the required personal information and address information before clicking on **Submit**.

Step 4

You have now successfully registered with IBM. Your IBM ID will be your single point of access to IBM Web applications that use IBM Registration.

Joining PartnerWorld

Step 1

Having obtained your IBM ID and password, you can now join PartnerWorld. Visit the PartnerWorld Web site at: <http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/index.html> and click on **Join now**.

Step 2

You will now be presented with the **Join now** screen. Click on the **ISVs** option.

Step 3

You will be asked to:

- a) Register your company for membership
- b) Add yourself to your company membership

Click on **Register** and follow the prompts as applicable to complete the requested forms. Once you have joined PartnerWorld, you will be able to return to the PartnerWorld home page to sign in and enter your IBM ID and password to access your IBM Business Partner benefits and resources.

It typically takes one business day to have your IBM ID activated and to have it associated with your PartnerWorld membership.

Creating a Global Solutions Directory Entry

The Global Solutions Directory (GSD) is IBM's registry of IBM Business Partner solutions and represents a critical step in developing a relationship with IBM. By creating an entry for your solution in the GSD, you can tap into many opportunities to create exposure with IBM sales and marketing teams as well as IBM customers and IBM Business Partners.

Through your GSD entry you can communicate:

- *The value of your solution to customers;*
- *The benefits of your application to the IBM sales network;*
- *Your level of technical commitment to IBM, to your customers, the IBM sales network, and IBM business development teams.*

To submit an IBM System Storage Proven nomination, you need to create an entry in the Global Solutions Directory (GSD) for the solution you intend to nominate for IBM System Storage Proven qualification. The GSD provides visibility for your company and solution(s), and a direct link to your Web site.

With the GSD traffic approaching 250,000 page views each month, it offers participating members exceptional marketing exposure on a global scale. The GSD is a valuable resource to maximize promotional impact for your solutions. Customers seeking the latest solutions for their businesses will come directly to you. Take advantage of the exclusive benefits of the GSD and list your solution today.

Access the GSD home page at: <http://www-304.ibm.com/jct09002c/gsdod/homepage.do?Opendocument> and click on **Manage solutions** in the blue navigation bar on the left navigation bar.

If your solution is already listed in the GSD, you're ready to proceed with your nomination.

Manage solutions sign in

You will then reach the **manage solutions** sign in page. Enter your IBM ID and password and click **Sign in**.

Manage solutions

You will now be presented with the **Manage solutions** screen. This area of the GSD allows you to manage your solution portfolio, apply for Advanced IBM Business Partner status or nominate your solution for an IBM Validation. Click on **Manage your solution portfolio**.

Manage your solution portfolio

This page allows you to add a solution entry to the GSD for each product you wish to nominate for IBM System Storage Proven. You have the option to **Create a new solution using a blank form** or **Create a new solution using an existing solution**, which allows you to select an existing solution entry to copy and modify. You can also access your approved solutions, drafts, solution entries pending approval, rejected solutions and outdated solutions from this page. In this example, we will walk-through creating a new solution entry using a blank form. Click on **Create a new solution using a blank form**.

If you are creating a new solution entry, it may take up to 24-hours for the entry to be approved and added to the GSD.

Create a new solution

At the **Create a new solution** screen, you need to provide accurate information regarding the solution, including the industry and solution areas to which it is designed to apply, the countries in which the solution is available and the target customer size. Up-to-date solutions maximize your sales opportunities. It is your responsibility to update this solution entry. For your convenience, you will be notified by e-mail if this solution has not been refreshed in one year.

This description should match the solution you intend to submit for IBM System Storage Proven qualification.

Becoming System Storage Proven

Select a qualification path for becoming System Storage Proven:

1. **Customer Experience** (continue on page 5)
2. **Interoperability Testing** (scroll to page 8)

Qualification path: Customer Experience Verification Process

How to Qualify

Qualify for a Customer Experience by submitting information that describes an end-user who has installed and is running Your Product in a production environment on one or more IBM System Storage product(s).

If the customer experience includes both IBM software and an IBM System Storage product, you can apply for IBM Advanced Partner and IBM System Storage Proven status in the Global Solutions Directory in a single process.

You will be required to complete the Customer Experience form. This form includes:

- A description of an end-user who has installed, and is running, your solution with an IBM System Storage product
- Enablement activities you have performed to help ensure that your solution functions on the IBM System Storage product(s).

We will begin by reviewing the process for applying for IBM Advanced Business Partner and IBM System Storage Proven status.

Apply for IBM Advanced Business Partner Customer Experience

Step 1:

To apply for IBM Advanced Business Partner status, your customer experience must demonstrate that your application is installed in a customer environment running on an IBM System Storage product with an approved IBM middleware product. In the **Manage solutions** screen of the Global Solutions Directory, click on **Apply for PartnerWorld Advanced level**.

Step 2:

You will now be presented with the **Apply for PartnerWorld Advanced level** page. Select the solution for which you would like to submit a customer experience, and then click on **Apply**. This will open the application form—please complete all required fields and submit the on-line form.

If a customer experience is approved, your solution will automatically be listed in the IBM Global Solutions Directory and will qualify as System Storage Proven.

Apply for IBM Member Business Partner Customer Experience

To apply for IBM Member Business Partner status, your customer experience must demonstrate that your application is installed in a customer environment running on an IBM System Storage product. In the **Manage solutions** screen of the Global Solutions Directory, click on **Apply for PartnerWorld Member level**.

Submit a Customer Experience

Step 1:

Access the GSD home page at: <http://www-304.ibm.com/jct09002c/gsdod/homepage.do?Opendocument> and click on **Manage solutions** in the blue navigation bar on the left navigation bar. Enter your IBM ID and password and click **Sign in**.

Step 2:

Select **Submit a customer experience**. Your customer experience portfolio will allow you to create a new customer experience or work with an existing one. You will be required to complete the customer experience form in order to participate in System Storage Proven. The customer experience includes:

- (a). Information that describes an end-user who has installed and is running your solution on an IBM System Storage product, and
- (b). Information about the enablement activities you have performed to help ensure that your solution functions on the System Storage product(s).

Your customer experience will be reviewed by IBM and/or a third party to confirm the completeness of the information contained within the customer experience. Once reviewed by IBM, you will receive an acknowledgment e-mail of the acceptance or rejection of your customer experience.

The IBM System Storage Proven License Supplement

Upon successful completion of customer experience verification, your primary company contact will be granted access to the on-line IBM System Storage Proven Trademark Supplement.

Accepting the agreement will allow:

- Use of the IBM System Storage Proven trademarked emblem in your marketing materials (as specified in the Operations Guide)
- Posting of the System Storage Proven emblem on your GSD entry

Visit: <http://www-304.ibm.com/jct09002c/isv/member/register/update.html> and click on **Update your company profile**.

Click on **View/Sign agreements**. You will now be presented with a list of signed and pending agreements. Click on **System Storage Proven License agreement** to review and approve it by clicking on **Submit**.

Download the IBM System Storage Proven Guidelines

Once you have approved the supplement, you can visit:

www.ibm.com/partnerworld/isv/welcome/storage/proven.html

Select the customer experience process that your company followed and log-in with your IBM user ID and password. You can then click to download the IBM System Storage Proven emblem and Operations Guide, or designate someone else in your company to access this.

Welcome to IBM System Storage Proven

Congratulations! Your solution has now achieved IBM System Storage Proven status, allowing you to join your solution with hundreds of other offerings designed to provide customers with a higher level of confidence in selecting and implementing storage solutions and offerings.



Contact us

If you have questions regarding System Storage Proven, be sure to contact us. Send an e-mail to tsp@us.ibm.com

Qualification path: *Interoperability Testing Process*

How to Qualify

Testing Qualification means that Your Product has been confirmed by IBM to have successfully completed interoperability testing with specified IBM System Storage products.

Nominate your solution for testing IBM qualification

After you have created a solution entry in the Global Solutions Directory, and it has been approved, you are able to nominate your solution for IBM System Storage Proven. This involves testing your products against pre-established criteria to help ensure compatibility with the IBM System Storage offerings you designated.

Step 1:

Go to the Global Solutions Directory at: <http://www-304.ibm.com/jct09002c/gsdod/homepage.do>

Step 2:

Click on **Manage solutions** on the left navigation bar

Step 3:

Select **Sign In** by using your IBM ID and password

Step 4:

Select **Nominate your solution for an IBM Validation**

Step 5:

Select **IBM System Storage Proven**, click on **Apply**. This will bring up the nomination form. Complete all required fields, and then click the **Submit** button on the bottom of the page.

Note: you are requested to have a sales or marketing sponsor to help you successfully work within the IBM and IBM Business Partner sales organizations.

IBM System Storage Proven testing can occur in different scenarios. Participants can:

- Self-test at their location
- Document a successful customer installation
- Test at an IIC in one of the following locations:
 - ⌚ Bangalore, India
 - ⌚ Hursley, England
 - ⌚ Moscow, Russia
 - ⌚ Petach-Tivka, Israel
 - ⌚ San Mateo, California (US)
 - ⌚ Shanghai, China
 - ⌚ Waltham, Massachusetts (US)

IBM Innovation Center (IIC)

The IBM Innovation Centers provide solution providers with easy access to IBM skills and equipment to help them migrate, test and optimize their solutions for an On Demand world. The IICs provide two ways to access resources for porting and testing services:

- Onsite visit: The service is performed at a specific IBM Innovation Center location
- Remote engagement: The service is available remotely, from one of our Centers.

If you choose to test at an IIC, you will need to complete a porting and testing reservation form.

To submit a request, go to:

www.developer.ibm.com/spc/pforms.html and select the **Porting and Testing** tab.

Under **How to begin**, click on **Porting and testing reservation form**. Use your IBM ID and password to access this page where you can request a testing reservation in one the seven IICs listed above.

Acknowledgement e-mail

Upon receipt of your nomination submission, you will receive an acknowledgement e-mail, and subsequently an acceptance or a rejection e-mail from IBM within five business days. The acceptance e-mail will include testing documentation designed to help guide you in formulating a test plan. The documentation should contain the proposed test environment, including configuration of all the hardware and software levels to be tested. It can also be used to capture the testing results for submission to IBM.

Testing Qualification

If you didn't list a testing location in your nomination form, you will be contacted by IBM to discuss your test plan and its execution. Once developed, your test plan should be reviewed and approved by IBM. Once approved, you are ready to test.

Note: For participants who engage with an IBM Innovation Center, you will work directly with the IBM Technical Consultant on completing the test plan and actual product testing.

Upon successful completion of the qualification testing, please forward your completed testing documentation, with test results, to the IBM test group or tsp@us.ibm.com for approval.

Successful completion of testing

After IBM review and approval, you will receive an e-mail notification of successful completion.

The IBM System Storage Proven License Supplement

Upon successful completion of testing qualification, your primary company contact will be granted access to the on-line IBM System Storage Proven Trademark Supplement. Accepting the agreement will allow:

- Use of the IBM System Storage Proven trademarked emblem in your marketing materials (as specified in the Operations Guide)
- Posting of the System Storage Proven emblem on your GSD entry

Visit: <http://www-304.ibm.com/jct09002c/isv/member/register/update.html> and click on **Update your company profile**. Click on **View/Sign agreements**. You will now be presented with a list of signed and pending agreements. Click on **System Storage Proven License agreement** to review and approve it by clicking on **Submit**.

Download the IBM System Storage Proven Guidelines

Once you have approved the supplement, you can visit:

www.ibm.com/partnerworld/isv/welcome/storage/proven.html

You can then click to download the IBM System Storage Proven emblem and Operations Guide, or designate someone in else in your company to access this.

Welcome to IBM System Storage Proven!

Congratulations! Your solution has now achieved IBM System Storage Proven status, allowing you to join your solution with hundreds of other offerings designed to provide customers with a higher level of confidence in selecting and implementing storage solutions and offerings.



Contact us

If you have questions regarding System Storage Proven, be sure to contact us. Send an e-mail to tsp@us.ibm.com

Additional Resources

For additional questions, please send a message to: tsp@us.ibm.com

System Storage Proven Website: <http://www.storage.ibm.com/proven/index.html>

System Storage Proven on the Global Solutions Directory:
<http://www.developer.ibm.com/solutions/isv/igssg.nsf/TSPSolutionWeb?openview>