

## **Introducing the IBM Dynamic Infrastructure Specialty Program for Business Partners**

### **Overview:**

- As the global economy continues to shift, there is a mandate for businesses – large and small – to leverage technology to bring a new level of intelligence to how they operate. The right infrastructure investments can provide the stimulus for societal and business transformation, and channel partners are in a unique position to introduce new concepts for IT efficiency and influence sales.
- It is absolutely critical that our Partners enter into sales engagements with the tools that will help them transform businesses and deliver savings to their clients' bottom lines. It's not just about savings today – it's about delivering solutions that will be transformative and cost effective long into the future.
- To do this, we're announcing a new initiative to help Business Partners develop and deepen specialty solutions competencies and skills to leverage these transformational opportunities and enable them to sell more effectively in the current economic times.
- Today we are evolving this program to offer even more value and business efficiency. With this evolution, IBM is introducing the Dynamic Infrastructure Specialty Program, a new channel program that will help IBM Business Partners automate and build intelligence into clients' infrastructures, dramatically improving the way business is run around the world.

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### **What's New:**

- In October of 2008, IBM introduced the New Enterprise Data Center (NEDC) Specialty Program – a program that we worked hand-in-hand with our partners to design and develop. The program is a direct response to our partners' needs for more effective tools and guidance to help clients transform data centers around key areas such as virtualization and consolidation, energy efficiency and business resiliency.
- In just three short months, more than 125 Business Partners worldwide have already begun the process of joining the Specialty Program.
- Today, with the Dynamic Infrastructure Specialty Program, we will be expanding the program to include:
  - A new Information Infrastructure solution specialty for Business Partners, which will enable clients to manage information more effectively and mitigate information risks
  - New program enhancements, such as more options to achieve Project Management certification, simplified identification of skills currency, additional Linux certification choices, and Expanded Dynamic Infrastructure sales and technical solution education
  - Better alignment with IBM to deliver solutions which support IBM's Dynamic Infrastructure strategy and framework

- Some of the highlights of this program which will be carried forward include:
  - Comprehensive skills, training, technical enablement, marketing and business development capabilities
  - A Business Development Fund with up to \$100,000 in upfront investment in marketing and business development activities
  - IBM Lab services
  - An assessment Toolkit to provide insight into clients' business issues
  - Increased sales support
  - Training for specialties in Consolidation & Virtualization, Energy Efficiency, and Business Resiliency
- The Dynamic Infrastructure Specialty Program delivers high-value solutions that enable our partners to meet the needs of clients who are looking to improve efficiencies in their data centers. It enables consultative solution selling, yields higher value, higher margin sales for Business Partner, and is unique in the industry.
- With these specialties, we will be enabling our Partners to deliver both IT transformation AND business transformation - broadening the scope of client win possibilities. As client needs become more complex, we are mapping to those needs and providing our Partners with the skills and resources to succeed. Dynamic Infrastructure Specialties present a greater opportunity for our partners as they addresses both business and IT transformation, a \$122B global market opportunity versus the \$77B market opportunity addressed by NEDC.

### **Business Partners**

- As of today, more than 125 Business Partners worldwide are in the process of joining the Specialty Program, with an additional 150 Partners expected to join in 2009. No other vendor offers a program like this, which brings together the totality of the IBM portfolio and access to such comprehensive and relevant skills training, research and business development funding.
- Today, as we are seeing the first wave of partners become certified – including Sirius, Mainline, Vicom and MicroStrategies – who are now in a strengthened position to go to market with a consultative, solutions-led approach.

### **Media Contact**

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