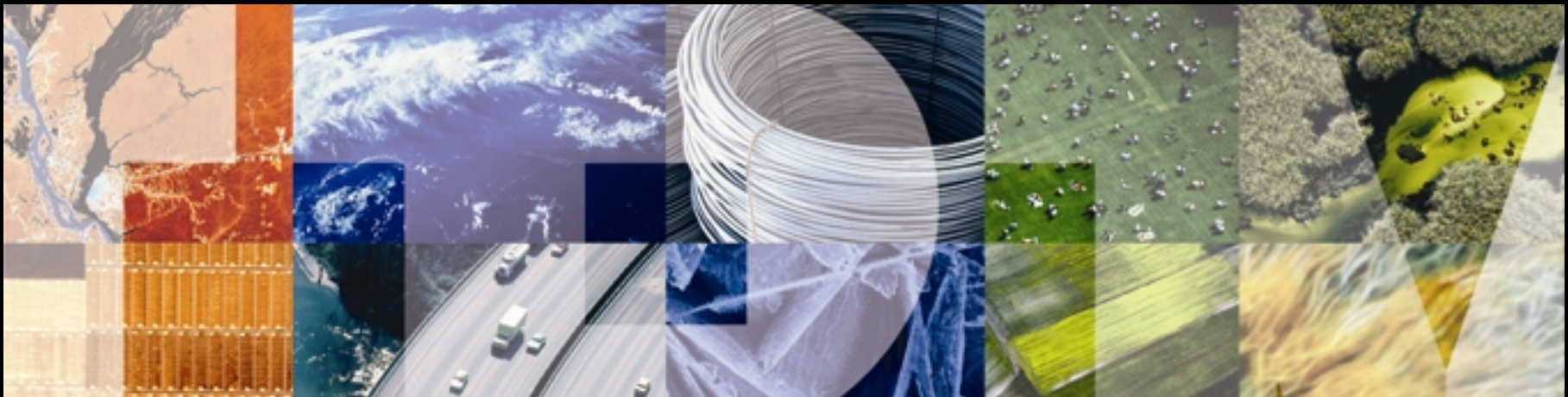


The Next Generation of Partnering

Software Value Plus for IBM Business Partners

October 28 Webcast: Top 11 Frequently Asked Questions for Business Partners Regarding Authorization



Q1. Will this presentation be available for replay?

A1. Yes. Same registration page: <http://event.on24.com/clients/ibm/172678>

Q2. How can I submit a question, if I didn't do it during the webcast?

A2. Launch the webcast replay and enter it in the question window on the bottom left corner of your screen. The IBM team will review and get back to you.

Q3. Where can I get more information?

A3. Software Value Plus on PartnerWorld http://www.ibm.com/partnerworld/pwhome.nsf/weblook/pat_sw_value_plus.html

Q4. When applying for authorization, are technical and sales certifications required for Value Advantage Plus or just for SVI?

A4. The two entry points for authorization are through Value Advantage Plus or Software Value Incentive (SVI) programs. Certifications are associated with the SVI entry point.

Q5. Is it two technical certifications and one sales certification?

A5. If you choose the Software Value Incentive entry point, the certification requirements are 2 technical certifications and one sales certification per Reseller Authorization group.

Q6. Can one person in an organization be certified with one sales and two technical certifications for authorization?

A6. One person is allowed to hold as many certifications as they can achieve. There is no limit on sales or technical certifications.

Q7. You mentioned that a Business Partner with a registered Value Advantage Plus solution does not have to have 2 technical certifications and sales certifications. Can that same Business Partner sell products that are NOT part of their approved Value Advantage Plus solution?

A7.Your initial statement is correct. If you choose the Value Advantage Plus program entry point for Authorized enrollment, then no certifications are required.

In response to the question: For each IBM software product included in a Value Advantage Plus approved solution, IBM will authorize the Business Partner to resell all products within that corresponding Reseller Authorization group. For example, if a VAP approved solution included Tivoli Identity Manager, the Business Partner would be authorized to resell all products in the Tivoli Security and Compliance Management Reseller Authorization group.

Q8.It was mentioned that certification tests would be available online. How can a BP use that option?

A8.Access more test information at <http://www.ibm.com/certify>. You also can use the [Skills Navigation guide](#) at the Authorized Portfolio criteria page which maps IBM certifications, prep courses, and tests by Reseller Authorization group. Check out all certification promotions available from IBM. http://www.ibm.com/partnerworld/mem/pat/pat_sw_growththroughskills_cert_promos.html

Q9. If we have an Active PartnerPlan today that expires before January 25, 2010, how do we get a new one into the system? Do we have to wait until expiration or can we create overlapping plan now?

A9.You can begin now. <https://www.ibm.com/partnerworld/mem/mkt/partnerplan.html>

Q10. Can Business Partners get authorization during the year as they gain new skills in an additional Reseller Authorization group?

A10.Yes.

Q11. Where do you go to find the Authorization Agreements & Operations Guide?

A11. http://www.ibm.com/partnerworld/mem/pat/pat_sw_growththroughskills_agmt_opsguide.html