



# IBM Business Partner - Services Provider

Providing comprehensive services to an expanding marketplace

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## Highlights

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### **Focuses on services delivery**

**Responds to increased customer requirements for high-quality services**

**Recognizes Business Partners for their services delivery capabilities and enhances their ability to deliver total customer solutions**

**Provides additional growth paths by teaming Services Providers with IBM**

**Expands Services Providers' growth in the marketplace by increasing revenue through services offerings**

**Assists Services Providers with the development of their own branded services**

## **A new IBM Business Partner relationship**

It's an accepted fact that services is one of the fastest growing, and most profitable, areas in the IT world — and that IBM® and our Business Partners are recognized worldwide leaders in providing services to our customers. To help further expand this market, IBM is implementing a worldwide services delivery strategy across all brands to improve opportunities for Business Partners to deliver services.

As a result of our commitment in the IBM Business Partner Charter, we are introducing an exciting new IBM Business Partner type — Services Provider — designed to jointly develop and deliver services to customers. This new Business Partner type recognizes Business Partners for their services delivery capabilities and incorporates those competencies into a business strategy constructed to grow revenue, expand services, increase market share and provide complete customer solutions.

## **Developed to address customer needs**

In order to respond to increased customer demand for top-quality services, IBM has created this relationship based on market needs and services delivery requirements. The Services Provider relationship will enable our Business Partners to work closely with IBM to

provide a wide range of hardware, software and services options for customers. It incorporates services that include capabilities, competencies, methodologies and packaged offerings for targeted market segments. The result is increased customer confidence when they turn to Services Providers for the solutions they need to run their businesses.

## **Building new services resources for customers**

IBM and our Business Partners will create a services team that can address customer requirements and generate new opportunities. Services Providers will have access to IBM intellectual capital, as well as comprehensive IBM technical support and services education.

IBM will identify selected services offerings and license the use of intellectual capital to assist Services Providers in the development and/or delivery of their own branded services.

The key elements that constitute the Services Provider relationship include:

- Authorization
- Services Personnel
- Approved Services
- Working with Business Partners in Services Engagements.

*Authorization:* The approval of a business site controlled and operated by the Services Provider that meets the IBM requirements for approved services.

*Services Personnel:* Individuals with skills and/or capabilities that may include the following:

- Applicable product, services and support training
- Professional Certification in chosen product areas (IBM and non-IBM certifications)
- Demonstrated hands-on/working services knowledge proficiency by:
  - Passing services performance-based exams
  - Passing services knowledge-based exams
  - Experiential knowledge that can be verified through customer references and satisfaction.

*Approved Services:* The capabilities, competencies, methodologies and packaged offerings that Services Providers are approved to deliver. These services can be IBM developed and branded services, IBM developed and non-branded services, or non-IBM developed services. IBM will work with the Services Provider to develop a services business plan and assist in identifying the market areas where those services are required.

*Working with Business Partners in Services Engagements:* Services Providers may be engaged to deliver and perform services:

- With IBM-licensed intellectual capital
- On a lead provided by IBM
- As a delivery partner with IBM.

### **Creating more profitable relationships**

The Services Provider relationship provides an opportunity for Services Providers and IBM Global Services to complement each other's services portfolios with complete services delivery solutions.

IBM Services Providers will be recognized in the marketplace for delivering value-added services to our customers. This will facilitate mutual revenue growth as well as provide greater value to IBM customers.

### **Leveraging recognized leadership**

Any company may apply to become an IBM Business Partner-Services Provider, and we are confident that the IBM Business Partner designation will become a valued differentiator in the marketplace. Customers will seek those firms that are Services Providers to ensure that they are engaging quality providers who also have access to IBM infrastructure. To that end, authorization and approval to use the IBM Business Partner emblem is granted after a company has been approved and meets the qualification criteria for the approved services.

### **A clear growth path for the future**

As a Services Provider, your firm will realize a variety of benefits that can have a real impact on your customers and your revenue growth potential:

*Consistent delivery strategy:* IBM will implement a consistent, worldwide services delivery strategy for Business Partners across all brands — hardware, software and services. IBM Global Services offerings will be made channel-ready for Services Providers delivery. In addition, IBM will identify existing skills gaps and recruit firms that have the ability to fill those gaps.

*Better teaming between IBM and Business Partners:* IBM will work with Services Providers to complement their respective services delivery capabilities and improve ways to use their value-added services. By defining where IBM currently provides services, where it will provide services together with Services Providers, and where it doesn't plan to invest or participate, at this time, we will improve teamwork with our partners.

*Growing revenue together:* IBM will help Services Providers expand their growth and increase their revenue through new services offerings, improve and expand their services delivery capabilities and their ability to team with IBM to jointly pursue new services opportunities.

*Broader opportunity management:* IBM will distribute leads to qualified Services Providers for defined capabilities, competencies, methodologies and packaged offerings, and will implement methods of engagement for teaming with Services Providers to satisfy customer requirements. These methods will be communicated to the IBM sales force worldwide.

### **Move in the right direction**

This new Business Partner type — Services Provider — gives you an opportunity to increase both your revenue and your ability to deliver the services your customers demand. Working with IBM as a Services Provider will enable you to leverage the vast resources of IBM Global Services as you provide complete customer solutions.

### **For more information**

To learn more about becoming an IBM Services Provider, or to receive an application package, please call the IBM PartnerLine at **1 800 426-9990**, or contact your local IBM Business Partner representative.



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