



Drive your IBM Software business to a new level

Connect with Tech Data

Partner with Tech Data's IBM Software Team

With our long-standing IBM partnership, expect unique business planning and support programs to help move your IBM Software business forward with a personalized approach.

Get Started

Our team will walk you step by step through the process of identifying IBM software that will round out your company's portfolio. We will help enable and empower you to bring IBM's solutions to your customers.

Build

Grow your IBM customer base with the help of our marketing services. We have brand-building, direct mail, event marketing, incentive programs, telemarketing, newsletters and web design capabilities at your disposal.

Sell

We have the resources to help you identify, progress, up-sell and cross-sell opportunities. We will actively collaborate with your team to capture more sales, reduce selling costs, and ensure customer satisfaction. Get help at the deal level from seasoned professionals who know how to work the highly intricate IBM field. Let us focus on IBM's programs while you focus on your customer.

Strengthen Partnerships

IBM strives to provide the most adaptable, comprehensive and powerful solutions to the business world. We can help you develop strong relationships with your customers and become the go-to partner for their software needs. Rely on us to help you keep customer renewals up to date, tapping into this continuous revenue source. We will always be available to bring you the latest information on IBM acquisitions, offerings and product developments.

Why Tech Data

- Sales and technical support for companies of all sizes
- 6,000-square foot Solution Center
- Verticals: Industry Solutions focus programs in Healthcare, Government, Education, Data Center, Security and Unified Communications
- Joint business and account planning
- Full-service IT Marketing agency
- Integration, Technical, Call-Center and On-Site Services
- Training services
- Web-ordering system (TD.com), now featuring StreamONE Software Licensing Selector
- Solutions support and tie-ins with multiple product lines
- Tech Data and IGF credit services

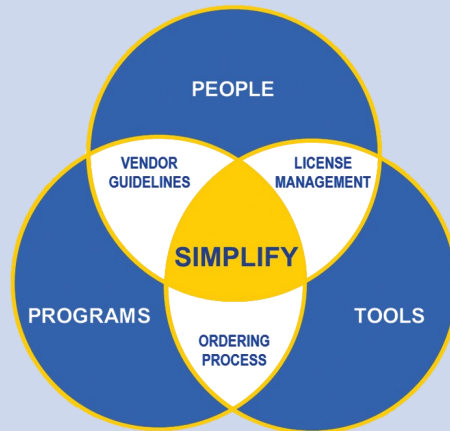
Contact Tech Data's IBM Software Team at
1-800-237-8931, Ext 66598

Sales Support - Option 1, ibmsoftware@techdata.com
Technical Support - Option 2, seibmlotus@techdata.com



TECH DATA'S IBM SOFTWARE TEAM

Providing Solutions for a Smarter Business



- Software Value Plus (SVP)
- Value Advantage Plus (VAP)
- Software Value Incentive (SVI)
- Vertical/Industry Solutions

- Knowledge/Reliability/Accuracy
- Training/Enablement
- Quotes/Orders/Renewals
- Marketing

- Solutions Center
- MyLicense Tracker
- Web Ordering
- Passport Advantage Online

Tech Data's IBM Software Team assists business partners in driving incremental revenue. Our mission is to expand your portfolio to include the IBM products that make sense for your business by connecting its People, Tools and Programs.

ADDED VALUE WE BRING TO YOU

Business Development and Sales Services

- IBM Program Expertise
 - Software Value Plus (SVP) Software Value Incentive (SVI), Value Advantage Plus (VAP)
- PartnerWorld Assistance
 - PartnerPlan, Global Partner Portal, Passport Advantage
- Product Knowledge
 - Cross-certified in all IBM software brands
- Enablement
 - Roadmap to SVP certification and Industry specialization
- Sales Trainings
 - Brand, Licensing, and Order Processing training for your sales organization
- Quoting
 - Special bid pricing, renewals 75 days prior to due date, part number lookup, same day turn-around
- Sales Assistance
 - Assistance with lead progression and closing deals

Marketing and Operations Services

- Marketing Materials
 - Monthly Newsletter, Product/Industry Solution Reference Sheets
- Demand Generation Campaigns
 - Lead Generation/Closing Activities, Seminars, Webinars, Telemarketing
- Product Line Management
 - Order Processing, Quality Control, Price File Management

Technical Services

- Technical Experts
 - Cross certified in all IBM software brands
- Pre-sales technical support
 - Configuration Assistance
 - PVU/RVU calculations
 - Up-Sell/Cross-Sell guidance

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IBM

Premier
Business
Partner

Tech Data
The Difference in Distribution™