

Software ValueNet



PARTNER EXCHANGE

What is Partner Exchange?

Partner Exchange is a collaboration network to help foster the exchange of solutions, ideas, or resources that will enable you to find and be found by other Software ValueNet partners. You can quickly and easily search, connect and collaborate with the right partner with the right business focus, technology expertise, and applications, to help you grow your business.

If you are a Software ValueNet partner with an existing ECM, InfoSphere, or Optim solution and want to work with another Software ValueNet partner to extend your reach into new markets – or, if you're a Software ValueNet partner who would like the opportunity to discuss leveraging an existing Software ValueNet partner solution into new markets, then Partner Exchange will help you leverage your unique business opportunity.

How can Partners Exchange?

To help grow your business, partners are also looking for opportunities to work together to exchange solutions, ideas or resources. Resources that could be shared but not limited to are certified IBM ECM, InfoSphere, or Optim technical resources. Partners may be willing to contract a technical resource or consultant to another partner rather than have them sit idle. Or you may be in need of a certified technical resource or consultant to help on a small implementation but can not afford the overhead of another full time employee. The exchange area will allow you to communicate directly with other partners.

Our exchange area will allow you to collaborate on new ideas for solutions for the changing economy. Solutions that worked in the past, may not be as viable in today's markets. Other partners may have cost cutting ideas that can be shared and fostered through a collaboration area where you can grow your businesses.

What type of solutions can be shared?

Line of Business Solution: A partner may have a line-of-business (LOB) solution that is a complimentary "layer" that has been architected to solve a specific LOB problem while leveraging the functionality of the IBM Software ValueNet product portfolio. Because of the dependency on the IBM software, the LOB solution is a pre-configured framework that cannot be implemented independent of IBM software licenses. The typical audience for a LOB solution is the business unit executive.

Technology Solution: An IBM Software ValueNet partner technology solution fills a gap in the IBM Software ValueNet product portfolio by augmenting and complimenting the product portfolio. The technology solution is not modified in any way, rather connects to the IBM software to provide added functionality for the end-user. The typical audience for a technology solution is IT.

Learn more about the
networking
opportunities, join
[Partner Exchange](#)

Information Agenda Catalog

If you're looking for a list of partner solutions, you can view each LOB solution profile and/or Technology solution [online](#).

Benefits of Partner Exchange:

- Exchange of ideas can help you with customer engagements, building new markets, developing strategic partnerships, and expanding your partnerships worldwide.
- It also includes Partner Profiles in the collaboration area where you promote your group's capabilities to ensure you will be found by other partners.
- This program differentiates your expertise, industry and market focus, geographic focus and any other details of your company in this highly competitive market.

Program requirements

Partners must be in good standing in IBM Software ValueNet.

What you need to know

The IBM Software ValueNet team will provide the following to partners:

- Programmatic insight into the solutions that might fit your requirement
- An introduction to the partner who you want to work with
- An invitation to exchange ideas in our collaboration area

Partners are responsible for the logistics of the programmatic details; these include but are not limited to:

- Legal documents and agreements
- Pricing details amongst partners
- Exchange of intellectual property
- Technical development
- Sales & distribution rights

For More Information

If you're interested in getting introduced to a partner that might fit your requirement or have an idea that you'd like to extend through other partners, please send an email to Kim Lund at kimlund@us.ibm.com. An assessment of your need or opportunity will be completed and an invite will be sent to you to join the exchange area.

If you have a new solution that you'd like considered for inclusion in the Software ValueNet Solutions Program, please send an email to Kristen Meyer at kmeyer@us.ibm.com
