

## Welcome

Welcome to the Meier Business Systems IM World newsletter, an electronic newsletter highlighting news and events about MBS and IBM in the Information Management (IM) market. If you know someone who would like to be updated on the latest events regarding IM, please have them subscribe by visiting: [MBS Subscribe](#)

## In This Issue

- [IBM's new Software Channel Strategy](#)
- [Benefits of Certification](#)
- [Why engage with MBS](#)
- [Information on Demand Day wrap up](#)
- [IBM IM Newsletter](#)
- [What products are in the IM portfolio?](#)

## IBM's new Software Channel Strategy

MBS has been appointed as a specialist IM distributor. The move comes as IBM Software Group ANZ has recently initiated a world first channel strategy initiated and sponsored by Steve Worrall, General Manager of IBM's Software Group. The purpose of this strategy is to create an uneven playing field in favour of committed Business Partners and to provide certified partners with extra margin and value incentive opportunities on IBM Software sales.

The initiative, built on the company's Business Partner Advantage channel program, positions distributors as specialists in one or more of IBM's software divisions: IM, Lotus, Rational, Tivoli Automation, Tivoli Security, Tivoli Storage and WebSphere. These specialist distributors have the ability to offer certified partners extra margins for products that they are specialised in distributing as well as being able to special bid on products. MBS has been appointed as a specialist IM distributor

The new distribution model's main aim is to increase training for resellers which will enable them to offer more expert advice to IBM customers. "In 2006, we will continue our dedication to strengthening our channel partnerships and growing our channel business," said Sue Hope, Channel Manager for IBM Software Group, Australia and New Zealand. "Our partners are an extension of our own team, and we want to equip them with the education, expertise and incentives they need to successfully represent our technology and act as a trusted business and technology advisor."



**Sue Hope**  
A/NZ Channels Manager  
IBM Software Group

"By specialising we receive greater assistance in IM from IBM and that translates into better support to IBM Business Partners," said Martin Meier, Managing Director of MBS. "Additionally we can offer greater margin incentives, more product knowledge, and greater involvement with resellers – it's a wonderful model" he said.

**Benefits of Certification**

1. Co-marketing funds to generate more leads
2. Proactive pre-sales and sales assistance
3. Increased Margin on product sales

IBM Business Partners who certify their sales and technical engineers are eligible for extra margin on all IM software sales and maintenance renewals.

Partners who have certified have also reported increased employee competence and productivity in selling and implementing IBM Software products. Employers who invest in IBM Software certification also experience a quick return on their training and certification investment as investing in their employees skills brings improved employee morale, confidence, and productivity, while increasing their bottom line.

MBS, as an IBM specialist IM Software Distributor, is working closely with IBM partners like you to achieve IBM Software certification quickly and easily.

**The business and technical benefits of certification include:**

Business Reasons	Technical Reasons
Co-marketing funding	Access to technical and product information
Maximum margin on all sales	On-line training and education tools
Invitations to MBS partner conferences	Complimentary software downloads
Special bidding on large opportunities	IBM software certificate and wallet card
You pass we pay program	Reimbursement programs for ongoing training
Global financing options for your customers	

And remember these benefits are only available to certified partners who purchase IM through MBS, click [here](#) to contact MBS today to discuss how we can fast track you on the path to certification and greater margins.

## Why Engage with MBS

1. Maximise your margin on IM product
2. With 14 years of IBM engagement, MBS is your gateway to IBM
3. Already has 10 years experience in the IM portfolio
4. MBS business success has been based on engaging and selling IM through IBM Business Partners primarily in the SMB market

MBS understands how to help your business grow with IBM and as an IBM S/W only distributor our focus is second to none as is our relationship with the IBM Software team. MBS also recently introduced a Partner Development Program through which MBS helps navigate IBM Business Partners to qualified sales opportunities through a unique set of market planning, positioning and co-marketing activities. There are 5 elements to this program:

Program Element	Partner Benefit
1. IBM Software Market Positioning	Define BPs unique value proposition and target markets so that IBM is ready to plan and execute co-marketing campaigns.
2. Business Plan Development	Increased awareness and focus from IBM. Ready access to relevant IBM resources.
3. Partner Certification	Increased margin on IBM IM Software, when purchased through MBS.
4. Co-marketing / Business Plan Execution	IBM sales & marketing focus and funds to assist in your marketing activities.
5. Consulting	Professional marketing support to assist co-marketing development and activities.

Click [here](#) to contact MBS today to begin your journey to greater margins and more leads or visit our web site at [www.mbs.net.au](http://www.mbs.net.au) for further information.

### Information on Demand Day wrap up

IBM's Information on Demand Day was held in May 2006 and outlined IBM's current IM portfolio and its future strategies.

Speaking at this event were Ambuj Goyal (Worldwide General Manager for IM), Bob Picciano (Worldwide Vice President for Database Servers, and Susie Siegesmund (Worldwide Director for U2). Click on the following links to see the keynote addresses for this event.

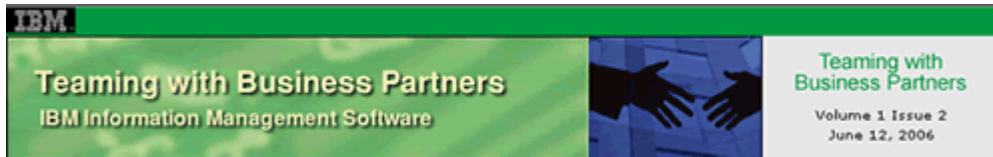
[Information as a Service : Part 1](#) (3mb)

[Information as a Service : Part 2](#) (5mb)

For further presentations please visit the MBS website via the following link: [MBS Presentations](#)



## IBM IM newsletter



The second issue of the IBM IM **Teaming with Business Partners** newsletter is now available online. We encourage you to subscribe to this as the next newsletter issue will be a direct mailing to all subscribers. Click [here](#) to read the newsletter now.

### What products are in the IM portfolio?

One of the most common questions we are asked is "...so what products are in IM?". For those who don't know, here is the list. For further details visit our web site on [www.mbs.net.au](http://www.mbs.net.au)

The image is a screenshot of the IBM Information Management software website. At the top, there is a blue header with "IBM Software Group" and "IBM Middleware Portfolio" on the left, and the IBM logo on the right. Below the header is a large banner with a yellow-to-blue gradient background. The banner contains the text "Integrating Data and Content" in bold, followed by "IBM Information Management software" in a white box with a green background. Below the banner, there are three columns of product lists. The first column is titled "Database Servers" and includes items like DB2 family, Cloudscape, IMS, Informix, U2, and Database Tools &amp; Utilities. The second column is titled "Database Warehousing and Analysis" and includes items like DB2 UDB Data Warehouse Editions (DWE), Master Data Management, DB2 Alphablox, DB2 Entity Analytics, Query Management Facility (QMF), DB2 Universal Database, and DB2 Content Management. The third column is titled "Information Integration" and includes items like WebSphere Information Integrator, WebSphere Information Integrator Classic Federation &amp; Classic Event Publishing Family, WebSphere Information Integrator Replication for z/OS, WebSphere Data Integration Suite, WebSphere DataStage, WebSphere QualityStage, and WebSphere ProfileStage. Below the product lists, there is a footer with a blue background and a white bar containing the text "MMV Feb. 2006" and a list of operating systems: Windows, Linux, AIX, Solaris, HP-UX, OS/400, OS/390, and z/OS.