Asia Pacific 2005 Linux Co-Marketing Incentive Application Form

The following co-marketing incentive is available to support IBM Business Partner Linux on IBM demand generation activities.

> **A Leaders for Linux incentive providing up to $US5000 (local currency equivalent) in matched funds to enhance existing Linux campaigns and/or to execute independent approved co-marketing tactics to drive IBM Solutions on Linux.**

The criteria and process is described below. Use this form to apply for this opportunity to drive demand and your revenue with IBM on Linux solutions.

Eligibility Criteria:

- The Business Partner must be a PartnerWorld member
- The Business Partner must be an approved IBM Business Partner Leader for Linux
  For details go to www.ibm.com/partnerworld/linux >> select Leaders for Linux
- The Business Partner must have the capability to sell and deliver a solution that supports Linux and IBM software and/or hardware and/or services. The solution may be:
  - an application solution that the Business Partner has developed as a repeatable offering that drives IBM middleware software and/or hardware and or services
  - a Business Partner-developed offering that drives IBM middleware software and/or hardware and/or services
- The Business Partner must have skill to deliver the solution, demonstrated by such things as:
  - Customer references
  - IBM software certifications
  - IBM hardware certifications or VAEs
  - Linux certifications
- The Business Partner must apply all of the IBM provided funding to costs associated with the execution of the approved demand generation tactics
- Additional date requirements:
  - Submit your application form by July 31, 2005
  - Receive PartnerPlan approval by August 31, 2005
  - All Business Partner activities as part of these incentives must be completed by October 31, 2005
  - All co-marketing claims must be submitted within 60 days of execution of the tactic.
a) The Business Partner must report Linux and non-Linux pipeline and closed lead revenue as part of the standard co-marketing reimbursement process.

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Business Partner Applicant Information: (* indicates required item)

 * Business Partner Name:

 * PW Location ID Number:

 Preferred Distributor:

 * Business Partner Contact Name:
        Title:
         E-mail:
         Country:

 IBM Business Partner Rep Name:
        E-mail:
        Phone Number:

Rationale for IBM Acceptance of this application for co-marketing:

1) The Business Partner knows how to implement Linux on IBM solutions
        (e.g. Founded in 19XX, our firm is an IBM PartnerWorld for Software Business
        Partner with certifications in WebSphere, DB2, xSeries and Linux. Since 19YY, we
        have been developing and deploying our Linux software/hardware/services
        SolutionName solutions for the SMB market in the Metro City/StateName area that
        requires the following IBM middleware and/or hardware...)

Explain:

2) The Business Partner is a Linux ISV or ISV reseller marketing IBM on Linux solutions.
        (e.g. Gerard SA with a Linux Commerce application using WebSphere Commerce
        Suite **or** an SAP reseller using DB2 on IBM xSeries)

Explain:

3) Other

Explain:

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IBM Funding sources:

What other IBM co-marketing programs are you leveraging to fund your activities?
(e.g. TCI, VAD, PartnerRewards, Brand specific, other)

Please explain:

Campaign and Tactics Description (to be documented in your PartnerPlan Action Plans):

 Briefly describe your proposed *Linux on IBM* demand generation plans covering:

- What are the specific demand generation tactics you plan to execute (e.g. use customized Campaign designer template XXX, advertising, tele-marketing, webinars, seminars, etc.)

    Explain:

- What is your target audience (e.g. xxx smb firms in xx industry in city/state/country)

    Explain:

- A brief description of your Linux services and/or application solution (e.g. a high availability web server solution with WebSphere, DB2 and ISV Application on xSeries)

    Explain:

- Campaign start/end dates

- The call to action (e.g. Client 30 day test/ proof of concept, pilot application, executive assessment, local seminar, special offer, etc.)

    Explain:

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Enter in thousands of US Dollars, e.g. 100 = US$ 100,000.00

Revenue forecast from this Linux demand generation plan	Revenue Per Deal	Number of Deals	Business Partner Rev	IBM Revenue
Partner Application				
Partner Services				
IBM Software				
WebSphere App. Server				
DB2 UDB				
Lotus				
Tivoli				
IBM HW (please specify)				
Other (financing, hosting,.)				
Total Partner Revenue				
Total IBM Revenue				

Application Submitted by:

Name:
Title:
Phone:
Email:

Next Steps:

a) e-mail this completed application to KH Youn at **khyoun@kr.ibm.com** and your IBM representative

Direct any questions to the above e-mail address.

b) Based on the campaign description above, work with your IBM rep to update your PartnerPlan with a new **Action Plan** or incremental new **Major Activities** within an existing Action Plan.

c) Once the **PartnerPlan** is approved, execute your plan

d) All co-marketing claims must be submitted within 60 days of execution of the tactic.