EMEAGeography

To apply for the **IBM Business Partner Leaders for Linux** value network initiative please fill out the application below. Required information is indicated in **blue** (tab between input fields to enter).

For eligibility criteria and offering details please refer to www.ibm.com/partnerworld/linux

e-mail completed form to Terry Coles at Terry.Coles@Advanced-alchemy.com for approval

Business Partner Name	
Primary Business Model	Select One
Secondary Business Model if appropriate	Select One
PartnerWorld Membership Level	Select One
PartnerWorld ID	
PWLM SUSE Establishment #	

(Note: This is the unique # assigned by PartnerWorld Lead Mangement (PWLM) for the lead recipient establishment location of your company. If you do not know your SUSE#, please contact PartnerWorld Contact Services for your country to obtain the SUSE# # for your location. If your company has multiple SUSE #s, please enter the one you want to participate in this initiative.

Linux Distribution Partner Program Participation (check all that apply)
☐ Novell/SuSE
☐ Red Hat

Address 1 **Address 2** **City, State, Postal Code** **Country**	

Contact to work with IBM's designated Marketing firm on this initiative

Name **e-mail** **Phone**	

Submitted by (required only if different from campaign contact above)

EMEAGeography

Name	
e-mail	
Phone	

Preferred Distributor

IBM Sales Rep (if you have assigned IBM coverage)

Name	
e-mail	
Phone	

Please answer the following questions:

1- What is your primary interest in teaming with other IBM Business Partners? (check all that apply)

- ☐ Geographic coverage expansion
- ☐ Broader coverage/capabilities within existing markets
- ☐ Expansion of Solutions portfolio

2- What are your company's Linux Certifications and Skills?

☐ Red Hat   ☐ Novell/SuSE   ☐ LPI   ☐ CompTia

Other skills:

3- What Geographies are you interested in to look for new partners? (participation is limited to the Americas and EMEA)

☐ Americas   ☐ EMEA

Region

4- To maintain strong relationships with other partners it's important to understand how much coverage you can manage and how many partners you would be comfortable working with? Please indicate the number of partners below.

- ☐ One only
- ☐ 2 - 5
- ☐ 5 +

5- What are the most important skills or solutions you are looking for in a partner to team with?

☐	Infrastructure Skills	
☐	Industry Expertise	Please specify:
☐	Horizontal Applications	Please specify:
☐	Business Applications	Please specify:
☐	Infrastructure Solutions	Please specify:
☐	Other	Please specify:

6- What Linux related capabilities or solutions on IBM hardware, software or services does your company offer today?

By submitting this application your firm agrees:

1- To work with IBM and the selected Telemarketing Firm (Advanced Alchemy) to create a customized teaming profile. This information will only be used by IBM and Advanced Alchemy to facilitate identification of potential complementary partnering candidates.
2- To respond to request to confirm or deny interest in teaming with identified candidates.
3- To participate in introductory calls with agreed to candidates to assess potential compatibility and mutual desire to proceed.
4- To participate in facilitated individual calls with mutually agreed candidates and Advanced Alchemy to develop a simple Business Plan outlining areas of cooperation and go to market plans.
5- To respond to and update PartnerWorld Lead Management (PWLM) records every 30 days per the PWLM guidelines including reporting new opportunities and closed sales based on the teaming relationships that may be developed.
6- That IBM and Advanced Alchemy make no commitments either expressed or implied that suitable partnering candidates will be identified and for those that may be, successful relationships and/or business results will be achieved. The success of any teaming relationship will be the sole responsibility of the individual IBM Business Partners involved. IBM and Advanced Alchemy's role is only to identify potential suitable candidates and facilitate their mutualy agreed to introduction and exploration of potential new business opportunities.

EMEAGeography

Please e-mail completed form to Terry Coles at <u>Terry.Coles@Advanced-alchemy.com</u> to begin participation

Questions about the Value Network initiative can be submitted to the above e-mail address or **Asif Afridi at <u>AAFRIDI@uk.ibm.com</u>**

IBM reserves the right to modify or withdraw this initiative at any time