

IBM met à disposition de son écosystème de partenaires de nouvelles ressources de co-marketing et de financement

Paris - 16 févr. 2011: Annonces Partnerworld IBM :

IBM Co-marketing Center: Un site unique pour créer des campagnes marketing personnalisées encore plus vite, à moindre coût, avec un paiement sous 30 jours. Une interface intuitive, à la navigation simplifiée pour un processus de développement d'activités marketing plus rapide, plus efficace. Ce site intégré va permettre aux partenaires de mettre en place plus vite des actions de marketing ciblées pour générer de la demande auprès de leur marché et répondre à leurs enjeux de croissance. Ce site est encore plus approprié aux partenaires qui se positionnent sur le marché des PME où il faut être très proactif et flexible.

IBM Global Financing propose un nouveau programme de financement pour les solutions IBM System x avec approbation du financement en moins de 60 secondes. Cette initiative va permettre aux partenaires de clore leur projets plus rapidement et de façon facilitée en pouvant financer à la fois des solutions et services IBM mais aussi partenaire, ce qui est tout à fait nouveau et différenciateur sur le marché.

IBM LAUNCHES NEW CO-MARKETING RESOURCES TO HELP BUSINESS PARTNERS ACCELERATE DEMAND

PARTNERWORLD LEADERSHIP CONFERENCE, ORLANDO, FLA. – 16 Feb 2011: As part of IBM's ongoing commitment to simplicity, growth and profitability for its Business Partners, IBM announced no-cost resources available through its PartnerWorld program. These new enhancements are geared to help Business Partners fund and execute campaigns with the goal of driving demand and increasing pipeline for lead generation.

Located on [IBM's PartnerWorld website](#), the IBM Co-Marketing Center is a single, integrated destination of co-marketing and campaign design assets that Business Partners can use to create customized campaign assets such as webinars or email flyers. The new site replaces several pre-existing campaign design programs with new features and functionality and includes new co-marketing funding opportunities from IBM.

The Center features a more intuitive interface, easier navigation and less data entry required for Business Partners to make the process more efficient. The disbursement process has been revised to help ensure faster claims validation and payments within 30 days.

“There are a number of new features that make the IBM Co-Marketing Center easier to use. I can select, click and edit only the items that need updates and upload files directly in the tool, which makes it much faster for me to submit my claims,” said Gwen Lucio, partner funding accounting specialist from Logicalis.

“By combining our campaign asset tool and funding tool into one single application, IBM is simplifying the approval process for executing turnkey campaigns so Business Partners can more quickly respond to their growth objectives by harnessing demand generation tactics,” said Mike Gerentine, vice president of Global Business Partners & Midmarket Marketing. “The new Co-Marketing Center is particularly important in the midmarket segment where IBM Business Partners are more actively engaged in co-marketing to drive demand.”

The site is available now for Business Partners in North America. Implementation is taking place in Europe through the first half of the year and will be available in growth markets in the second half of the year. For more information on skills and marketing resources for Business Partners, please visit IBM’s PartnerWorld website at www.ibm.com/partnerworld.

IBM EXTENDS FINANCING PROGRAMS TO HELP BUSINESS PARTNERS ACCELERATE DEMAND

PARTNERWORLD LEADERSHIP CONFERENCE, ORLANDO, FLA. – 16, Feb. 2011:

PARTNERWORLD LEADERSHIP CONFERENCE, ORLANDO, FLA. – 16, Feb. 2011: IBM announced a new financing program for IBM System x with as little as 60-second approval in European Countries. This program is designed to help Business Partners drive demand, close sales and easily finance both IBM and Partner offered solutions. This program differentiates itself from competitors by financing both IBM and Partner Services or Solutions.

The offering is being announced in the UK today, with the other European countries (where commercially available) coming online in the first quarter of 2011 starting with Germany, the Nordic countries and France.

The new financing plan offers credit qualified business partners 0% financing over a three-year term developed through IBM Global Financing; it simplifies the application process to help resellers and partners. Business Partners can quote one rate to qualified end-user clients on deal sizes £5,000 to £200,000: the monthly payment is the total price divided by 36. Business Partners can include their own added value services in the transaction The IBM System x Solution financing allows for a 0% lease on System x hardware and 0% interest on IBM or non IBM hardware, software and/or services (as long as System x hardware makes up makes up to 75% of the solution). The speed and breadth of this solution takes away the business objection of financing waiting time which can be a deterrent for selling in the channel/reseller marketplace. "Business Partners asked for a straight forward approach to financing System x", said Carmen Ene, VP IBM Global Financing for North East Europe. "This offering improves on hardware-only 0% leases, which are too restrictive, and keeps the administration down to a minimum. It's a natural complement with our Rapid On-line Financing tool, which our Business partners can use to get credit approval and financing contracts in a very short time."

For more information please refer to:

<http://www-03.ibm.com/financing/uk/lifecycle/acquire/xsolutionfinancing.html>
