IBM Partner Portal Business Partners User Guide

http://ibm.biz/IPP_Guide

Last Updated: June 2024





Introduction

The IBM Partner Portal, built on Salesforce, is the single pane of glass that partners will use to complete their transactions with IBM. Based on Partner feedback, we are simplifying the experience by reducing the number of tool and streamlining our processes across the Build, Service and Sell tracks.

IBM has developed a series of videos to help you to navigate in the Partner Portal tool that can be watched in the following link.

https://partnerportal.ibm.com/

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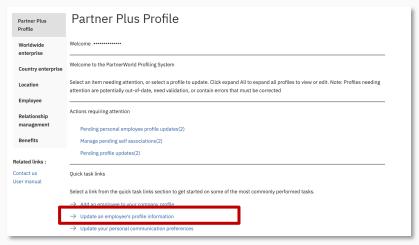
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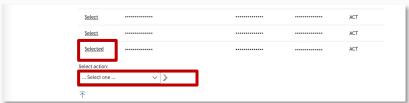
Getting Access

Access to IBM Partner Portal is granted to all employees with "My Sales Activity (MySA)" role identified in Partner Plus Partner Profile, check following table to understand different types of access.

If you need to change a person access to the tool, an APA (authorized profile administrator) from your company will need to follow these steps:

- Enter https://ibm.biz/partnertools and log in with your Partner Plus credentials;
- 2. Select "Update an employee's profile information" and select the location that this person stays;
- 3. Select the employee name, see that the word will change from <u>select</u> to <u>selected</u> (as you can see on the print screen on the right);
- 4. Scroll down and in the field "Select Action", choose "Employee Roles" and click in the grey arrow;
- 5. In the section "Opportunity Management Roles", choose the role;
- And "Submit".
- 7. Write down the confirmation code in case you need
- 8. It takes 24 hours to reflect this change





Opportunity Management Roles :					
 Business Partner Default Opportunity Owner 					
☐ Business Partner OM Focal					
☐ Business Partner OM Team Limited					
☐ Business Partner OM User					

Getting Access - Different Roles

Roles in IBM Partner Portal, please check this table and if you need help contact our Partner Support Desk.

	View all opportunities	Create opportunities	Edit Opportunities	Can Accept Leads	Restricted Entry	Restricted opportunity	Incentives Dashboard
Business Partner Administrator (Formerly Authorised Profile Administrator)	No	No	No	No	N/A	No	No
Global Business Partner Administrator (Coming Soon)	No	No	No	No	N/A	No	No
Primary Relationship Contact	Yes	Yes	Yes	Yes	Yes	Yes	No
OM Focal	Yes	Yes	Yes	Yes	Yes	Yes	No
OM User	Yes	Yes	Only for the opps owned by this person	No	Yes	Yes	No
OM Team Limited	No (only if it's included as team member)	Yes	Only for the oops owned by this person	No	N/A	Yes	No
Incentive Dashboard User	No	No	No	No	No	No	Yes

One unique process: Deal Registration

IBM has simplified the whole process for Systems and Software when managing your opportunities. Now regardless the unit you are selling, the ONLY steps you will complete is Request Deal Registration.

This unique process will check all incentives, permissions to sell and if your company was the first to register this opportunity and after this validation the system will automatically create your opportunities and validate your deals registration.

Also, with this new process and to be unified worldwide it's required that the partner have certifications to be able to register a deal and consequently to request special prices.

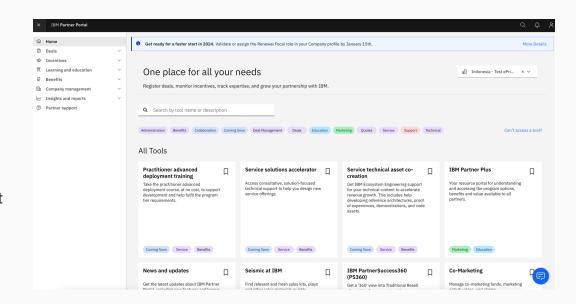
Check this guide for the New and Changed process.

Entering the IBM Partner Portal

Once you enter: https://partnerportal.ibm.com/ this is the page you will see.

You will use the tabs on top to check your opportunities information or to request deals.

In the Home page you also have links to different platforms that are available to you.

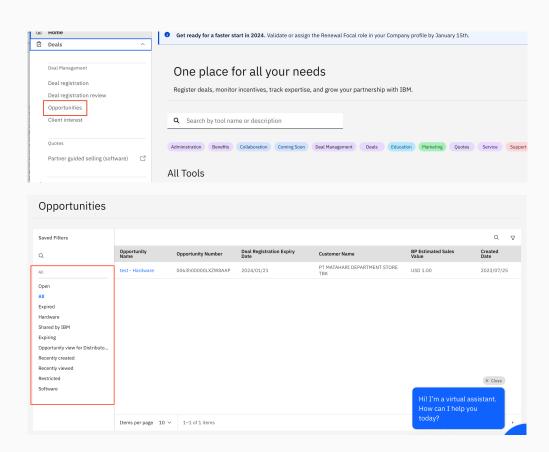


Your Opportunities

Once you enter the IBM Partner Portal all your opportunities will be displayed in the Deals tab.

In the left menu you could see the different list views:

- Business Partner All Opportunities: opportunities created by your company
- **Business Partner Open Opportunities:** opportunities created by your company that are with open status
- Expired Opportunities
- Shared by IBM Opportunities: opportunities that you have accepted from IBM
- Hardware Opportunities: opportunities flagged for Infrastructure
- **Software Opportunities:** opportunities flagged for Software
- Opportunity view for Distributors: only available for you preferred distributors (Your distributors will be able to see your opportunities)
- Opportunities expiring in next 2 weeks: filter your deals
- Recently Created
- Recently viewed



Register Deal (included opportunity creation)

In Partner Portal, **Opportunity Creation and Request Deal** was unified, as well as **Systems Deal Registration and Software Special Bid Protection.** All is consolidated in one unique process and rebranded for Deal Registration, regardless the brand you're using.

To register a deal, follow these steps:

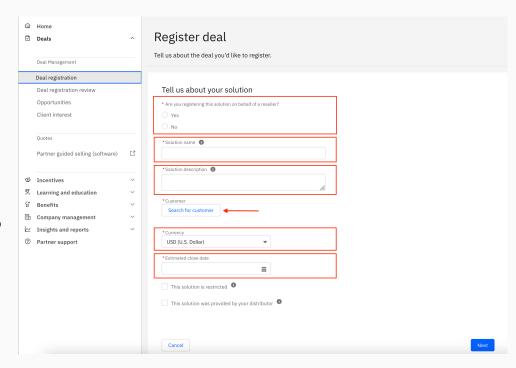
- Enter: https://partnerportal.ibm.com/
- 2. Click over Deal Registration
- Fill in with:
 - Are you registering this solution on behalf of a reseller? Click No to select the company your ID is tied to.

Click Yes if you need to search a partner in IBM directory

- Solution Name
- **Solution Description** (<u>A very important field</u>. Must have all the details of the transaction as it will be used in case of Deal Registration Review).

*Limit of 250 characters.

Click over Search for Customer



Search for Customer Field

To select your customer, you can choose three options of search

- CMR Number*
- Customer Name
- Customer Site ID

Each option will personalize the fields to be filled in.

Click over the search button and it will give you a list of clients with those names.

Please select the correct customer. Verify the information provided like CMR number, Street Address, City and Zip Code. In case you need to change the customer, just go in the "search for customer" button and select a different client.

If you can't find your customer in this tool, you will need to interact with an IBMer to create your customer in CMR.

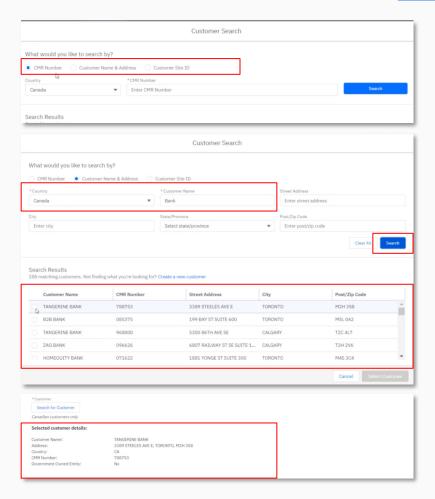
*US Systems BPs can continue using the BP@EU CMR. There is a conversion table that will automatically show both CMR's – Direct End User CMR and BP@EU CMR. Regardless the number is included in the platform.

Example: 9405632 (1195295)

9405632 (1195295)

Direct End User CMR

BP@EU CMR



Multiple CMRs for hardware opportunities in **US ONLY**

For IBM Partner Portal **hardware** opportunities that are located within the United States and its territories (American Samoa, Commonwealth of Northern Mariana Islands, Guam, Puerto Rico and U.S. Virgin Islands).

For US Deal Registrations to work in ePricer, the approved deal registration in Partner Portal must show two CMRs (customer numbers):



- CMR 1000000 is the Direct CMR number also known as the Sold to CMR.
- CMR (0000001) is the install at CMR is an IBM CMR number that includes identification/link to a Tier 2 Business Partner's Distributor or Tier 1 Business Partner. This is also known as the 'Install at' CMR related to the same end user. It is unique to the Tier 2 Business Partner's Distributor or to the Tier 1 Business Partner. This customer number may also be known as the BP @ end user CMR

Partner Portal will show the IBM Direct (sold to) CMR when you search for an end user.

IBM Business Partners (BP) can submit a registration referencing the currently known IBM CMR number (install at/BP@EU), and Partner Portal will search and identify the corresponding IBM Direct CMR.

If the 'install at/BP@EU' CMR does not auto-populate, the BP should search for a customer number by entering the customer's name. Partner Portal will return valid IBM Direct (sold to) CMRs. The BP should proceed entering the opportunity in Partner Portal with an IBM Direct (sold to) CMR. If Partner Portal identifies a corresponding 'install at/BP@EU' CMR to the IBM Direct (sold to) CMR, the system will auto-populate.

If **no 'install at/BP@EU'** CMR is identified after the BP has entered the opportunity in Partner Portal using the IBM Direct (sold to) CMR, IBM will generate and associate the 'install at/BP@EU' CMR in the opportunity number within 24 business hours.

If the 'install at/BP@EU' CMR has not been associated to the IBM Direct (sold to) CMR in the opportunity number within the 24 business hours, the BP is to submit a help ticket to the Partner Support Desk at https://www.ibm.com/partnerplus/support stating the opportunity number is only showing the one IBM Direct (sold to) CMR. Updates cannot be submitted for the IBM Direct (sold to) CMR.

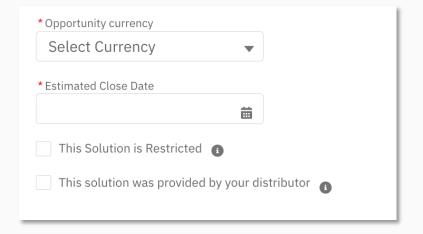
If the incorrect 'install at/BP@EU' CMR was applied (i.e. a maintenance CMR, a US Distributor CMR vs Business Partner CMR), the BP should send an email to: **STGREG@ca.ibm.com** with the subject - <u>CMR update required.</u> Include in the email the opportunity number and the new 'install at/BP@EU' CMR that should be associated. The request will be processed within 24 business hours.

After you select the customer, choose the currency you are using and define a date that you think this deal will be closed.

We suggest to add your deal in dollars due to conversion rate.

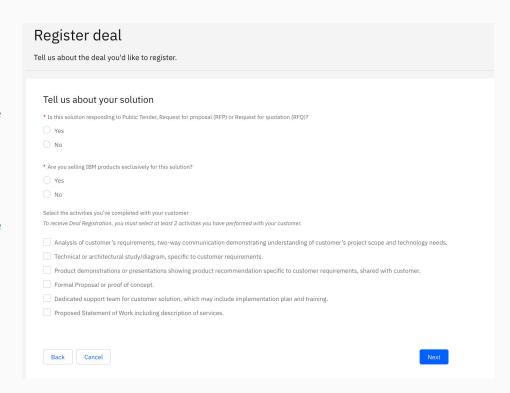
*In this page you also have a box to click if you need this solution to be restricted. The restriction need to be decided at the submission phase, you can't change the restriction of a deal after is submitted.

** Another box to click is related to help track Co-Marketing activities, you should check if this deal was provided by your distributor.



Answer the next three questions:

- Is this a public tender? If yes, it will open new fields. Please provide the name of Public tender and a reference number. If you still does not have the number yet, you can give more information on this tender in words, it's ok, no need to be numbers only.
- Is IBM exclusively? Yes or No only.
- Activities you have performed. You must select at least two of the six sales and marketing activities, otherwise the deal registration will not be approved. If you have forgotten to correctly select the activities and submit your DR, you can go to page 22 to understand how to make an edition of this field.



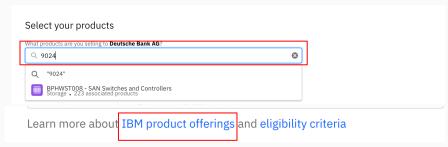
Select all the products to be sold in this solution.

This search will also show you what is the product group and how many products are associated to this group. For example: If you select Worker Insights, it will show you the number BSP108, the participant group Software as a Service and that there are 50 product associated to this selection.

*Important: Use the Part Number or Type and Model of the product/s you want in the search field, to make sure your company will have the correct Deal Registration. It's very important that you select the correct product that belong to a specific Deal Registration product Group.

At the moment you will request a quote in ePricer/Partner Guide Selling, the system will check that you have an approved deal registration for the products you upload in the configuration.

If you have doubts, you can check the <u>Deal Registration Product Group</u> information. Also, you could find this information in the link below the product search field when you are registering the deal.



The system will show you if you're authorised to this registration or not.

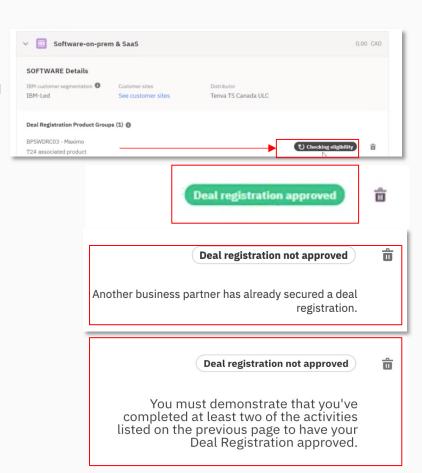
The **approved** message (in green box) appears when the system doesn't find any duplicity in the customer and deal registration product group.

The **not approved** message are due to the following situations:

- Other BP already has this deal registration.
- You missed to select at least two activities (from a list of 6 options) with your client in the previous page. You could click on the "Back" Button and correct the selection of the sales activities.

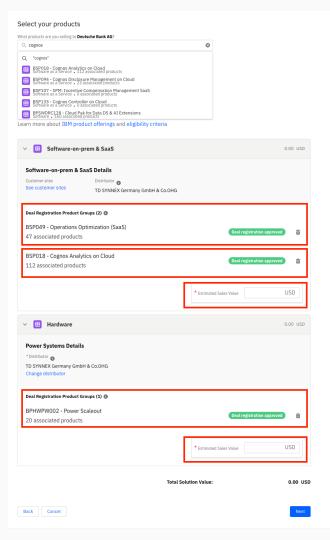
If you decide to continue with the registration without this correction, your deal registration will be submitted but will remain unapproved.

*TLS Maintenance products will not show up in the search as those deals does not require a deal registration to be sold to clients.



You can add multiple brands to the same deal registration, just go back to the search of products and select all that apply. The system will add boxes of information one below the other.

You will need to inform how much do you think will be the value of this deal and click Next.



This is the confirmation screen where you will review all before submission.

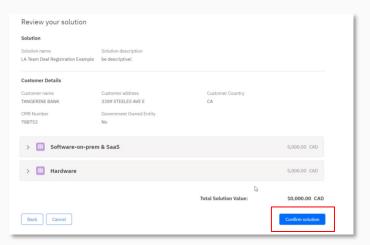
Check if you chose the right customer, the right products, the right amount and go for it. "Confirm Solution". Will open a pop up with the amount of days that this deal will be active and the expiration date.

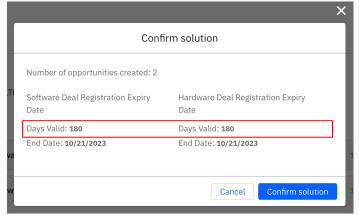
With this process the new expiration time is standard worldwide: **180** days for Software and Infrastructure.

When you click "Confirm Solution" your deal registration will be submitted. In case you have software and hardware product groups the system will create 2 separated opportunities.

Also, remember that this process include both actions: Registered the Deal and Created the Opportunity based on the data you informed.

There is no need to do any other step.





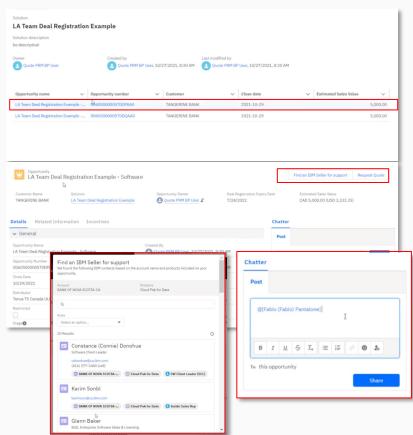
Overview of your Deal Registration

When you finish the registration, the system will open the solution details, with the opportunity number with the **18** characters*.

Click over the opportunity to see details.

There are some new functionalities.

- Find an IBM Seller: Based on the solution the system will also pull IBM sellers that can help you with doubts
- Request Quote: Redirection to the quotation tools that you already use (ePricer for Infrastructure and PGS for Software).
- Chatter: Field for comments where you can @someperson and he/she will receive your message (by an email notification)

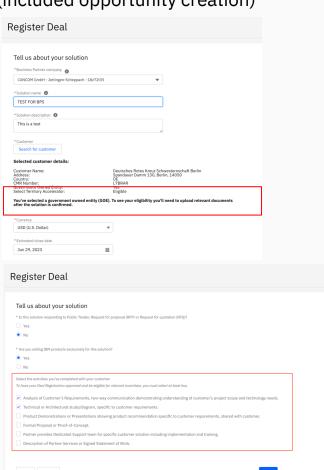


^{*} The official number is 18 characters but if you use the first 15 characters also drive to your opportunity. Some tools (example PGS) have number limitation.

Register a Deal for GOE end user (included opportunity creation)

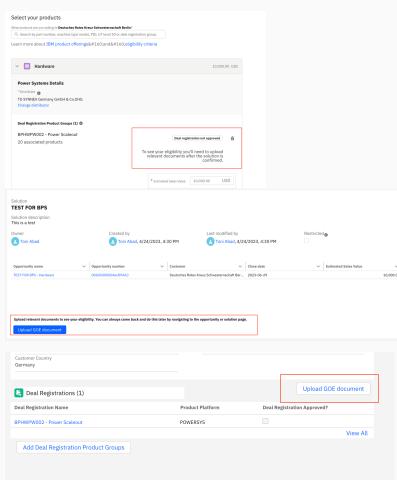
To register a GOE deal, follow these steps:

- 1. Enter: https://partnerportal.ibm.com/
- 2. Click over Register Deal
- 3. Fill in with:
 - Are you registering this solution on behalf of a reseller? Click No to select the company your ID is tied to.
 - Click Yes if you need to search a partner in IBM directory
 - Solution Name
 - Solution Description (this must have details as it will be used in case of Deal Registration Review).
 - *Limit of 250 characters.
- 4. Click over Search for Customer
- 5. In the case the customer is flag as a GOE (Governed Own Entity), you need to upload GOE supporting documentation once you finish the creation of the solution. In this step the system will show you a wording to remind you that this action must be performed.
- 6. Answer solution questions. Remember to select two of the six sales and marketing activities that Partner Portal show to you, otherwise your deal registration will not be approved.



Register a Deal for GOE end user (included opportunity creation)

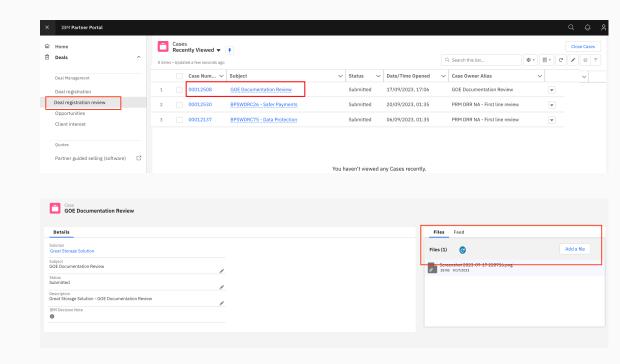
- 7. Select all the products to be sold in your solution. **At this point, the deal registration is not approved yet.**
- 8. Once you finished the registration, you must upload the GOE supporting documentation with the "Upload GOE documentation" blue button.
- 9. In addition, you could also upload the GOE documentation from the button inside the opportunity.



Register a Deal for GOE end user (included opportunity creation)

10. In case you missed to upload the documentation at the moment of the registration or the submission, you could open the Deal Registration review section, select the case number of the GOE deal registration and upload the documentation in the "Add a file" button.

10. IBM will make all reasonable efforts to respond to requests for Deal Registration Review within approximately 72 hours. You could review the status of your deal registration in the Opportunity in the Deal Registration Section.



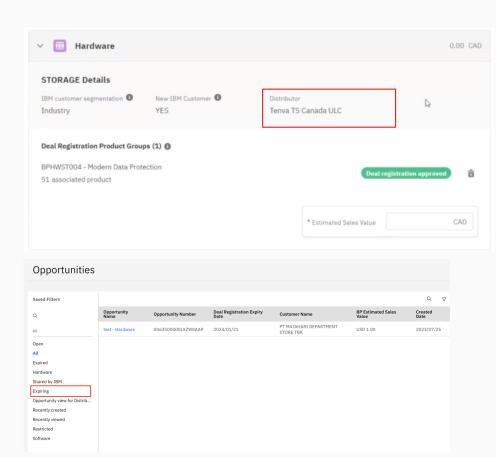
General Comments

Your preferred distributor is automatically selected by your profile in Partner Plus and will show in your Deal Registration. Also, this distributor will be able to see all your deal registrations.

Now the opportunity number from IBM Partner Portal is the same that will show in ISC internal management tool. It is a number of 18 digits (same as ISC internal number).

Will be available in a further Release:

- Ability to edit or change information sent in the deal registration that is approved. In case there is an error until this is implemented, you will need to delete and create a new opportunity.
- For now, the system does not send a message to BPs with the opportunities that are going to expire, but there is a list view to see only expiring opportunities in the Opportunities Menu.



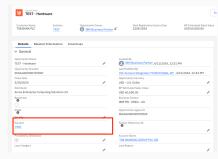
General Comments

In case you did not select at least two sales and marketing activities in your opportunity at the moment of creation, your Deal Registration Status will be "Not Checked", and you could not use for Vale Seller Preferred Price, Special Price or to earn your sales incentives.

If you want to edit and correct the sales activities, please follow the next steps:

1. Open your Opportunities list and search the one that you need to edit.

2. Inside the opportunity go to the **Solution field** and click in the blue solution name.



3. Edit the Required activities section and select the activities that you forgot to complete when you created the opportunity.



4. Select the activity/ies that you performed with your end user and click the "Add" button.



IMPORTANT: If you did not select any activities when you created the opportunity and now you are doing and update of this information, the system will run the duplication check process and your DR will be updated. If your DR registration is not approved, you may request a Deal registration review. If you are only updating the activities that you selected when you created the opportunity, the system will only reflect this action and do not change the status of your current DR.

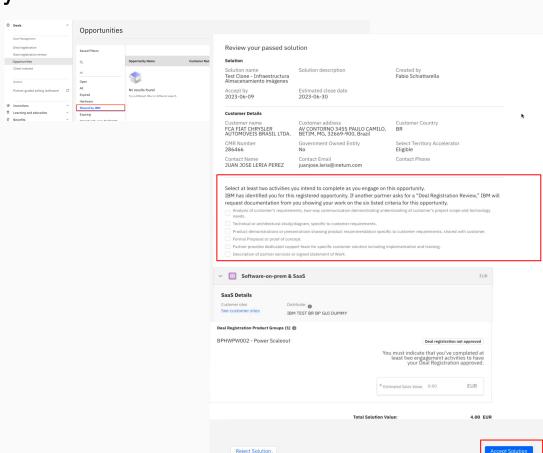
Opportunities assigned by IBM

NEW: When you accept a deal from IBM you do not need to create the registration anymore.

Just select at least two sales activities, accept and you're done.

The process will be:

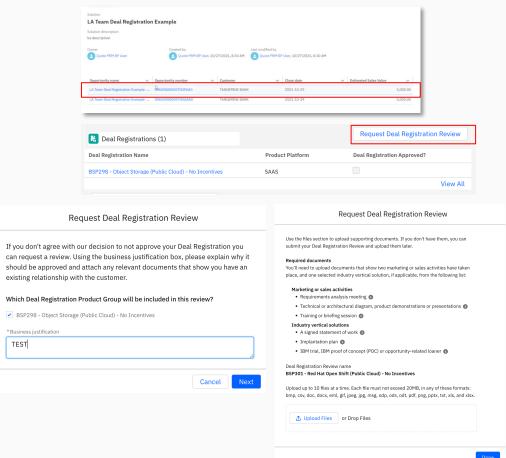
- 1. Your PRC and OM Focal will receive an e-mail.
- Clicking in the link from the e-mail or in the main menu
 select Opportunities
- Select the drop down "Shared by IBM"
- 4. Select the opportunity you want to accept and, in the details, will show you a section to select the sales activities and if you scroll down, you will see the "Accept or Reject" buttons.
- 5. If you select reject, you will need to say why.
- If you accept, the system will automatically register a deal for you.
- 7. You have 2 workdays to accept or reject the opportunities. (auto deal share process)
- For GOE assigned opportunities, you need to send the supporting documentation to prove the engagement with the end user.



Deal Registration Review

If you tried the register a deal and was not approved you can either try again once you have the criteria (ex. certifications) or in case you think there is another partner that has this deal, but you are working with this client, you can request a "Deal Registration Review" (previous known as Investment Review)

- 1. Enter your opportunities
- 2. Click on the deal you need a review
- 3. Scroll down to the Deal Registration information
- You will see that in the approved box you will not have it checked
- 5. Click on the product name in blue
- On the detailed page, click on the button on top right corner "Request Deal Registration Review"
- 7. Fill in the field requested with your Business Justification of why you need this review to be made and mention what types of initiatives have been made with this client by your company.
- Add files with the evidence of the sales activities that you select in the deal registration (ppt, excel, jpeg...)



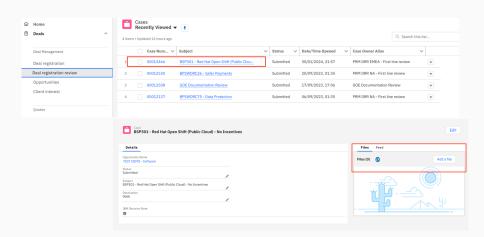
Cases (Deal Registration Review)

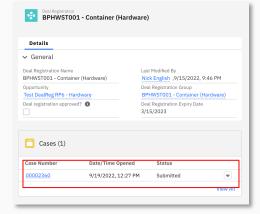
In case you missed to upload the documentation at the moment of the <deal Registration Review, you could open the Deal Registration review section, select the case number and upload the documentation in the "Add a file" button.

Once you submit a request the system assign a case number and will be send to the subject matter expert for the analysis.

The SME will post the decision made in the portal. If it's taking more time than you need, you can use the feed to include a comment or mark @ and ask for help.

If you want to check status of your request, you will need to enter the opportunity, click on the deal registration group that does not have the approval and see the details in the Cases section.





Incentive management

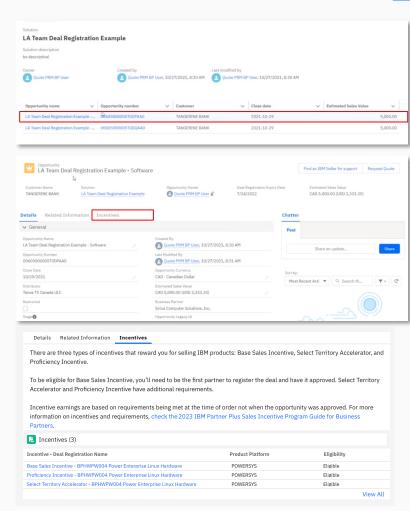
You can also check available incentives and your eligibility by clicking over the opportunity and selecting incentives.

This will open a list of incentives that are available and will personalize with your eligibility and potential earnings.

Details about the Sales Incentives please check the 2024 IBM Partner Plus Program Guide page.

Status of Eligibility:

- **Not Eligible** click in the incentive name to review what you need to receive the incentive.
- Eligible

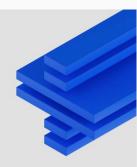


Claiming Incentives

Keep in mind that to claim these incentives you need to interact with your distributor and ask them to include the opportunity number and solution ID (for the engagement incentive) in the sales order.

Lear more in the <u>2024 IBM Partner Plus Sales Incentive</u> <u>Program Guide for Business Partners</u>





2024
IBM Partner Plus
Sales Incentive Program Guide

for Business Partners
Version 01

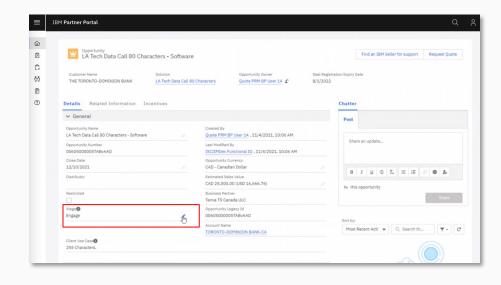
January 1, 2024

Sales Stages

When you enter your opportunity in the general tab you will be able to see the stage, as the print screen on the right.

Also, the status names of all deals will be according to what was already used by ISC (internally), which is:

- Engage
- Qualify
- Propose
- Negotiate
- Won
- Lost



Filtering opportunities

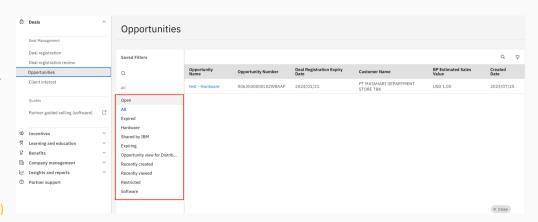
You can search all your opportunities by groups and/or filtering the columns.

Groups:

- Business Partner All Opportunities: opportunities created by your company
- **Business Partner Open Opportunities:** opportunities created by your company that are with open status
- Expired Opportunities
- Shared by IBM Opportunities: opportunities that you have accepted from IBM
- Hardware Opportunities: opportunities flagged for Infrastructure
- Software Opportunities: opportunities flagged for Software
- Opportunity view for Distributors: only available for you preferred distributors (Your distributors will be able to see your opportunities)
- Opportunities expiring in next 2 weeks: filter your deals
- Recently Created
- Recently viewed

Columns:

- Opportunity Name
- Opportunity Number
- Deal Registration Expiry Date
- Customer Name
- Estimated Sales Value
- Created Date



Opportunity Name	Opportunity Number	Deal Registration Expiry Date	Customer Name	BP Estimated Sales Value	Created Date
test - Hardware	0063h00000LXZW8AAP	2024/01/21	PT MATAHARI DEPARTMENT STORE TBK	USD 1.00	2023/07/25

Reports of opportunities

IBM Partner Portal has a tab specific for reporting.

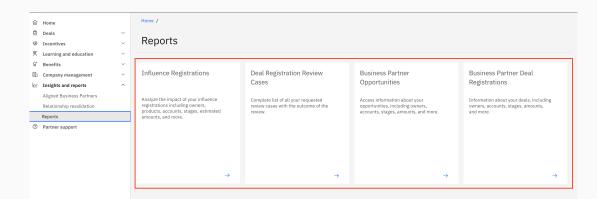
Keep in mind there are differents alternatives of information to get in a report:

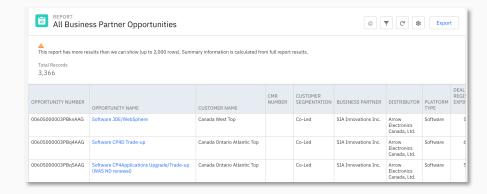
- · Deal Registration Review Cases
- Business Partners Opportunities
- · Business Partners Deal Registration

These have variations, example above information personalized by "Created by me".

Reports contain all data that you have access to — meaning you can review and export all data you need with just a few clicks

Exporting reports can be done as a formatted file or a raw data file.



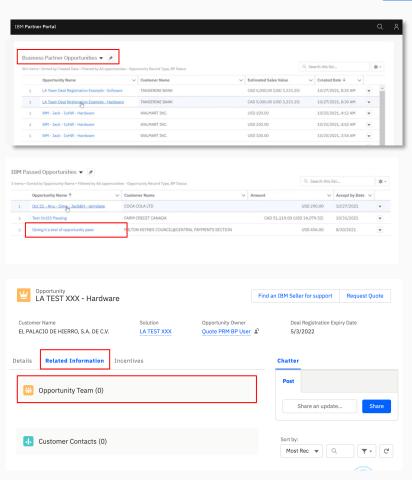


Team Members

You can also add your team to your opportunity. This include IBMers and Distributors, is your choice.

The partner is the only person who can add a Team member.

- Enter Opportunities tab
- Click over the opportunity
- In the sub-menu there is Details, Related Information and Incentives.
- Click in Related Information
- Opportunity Team

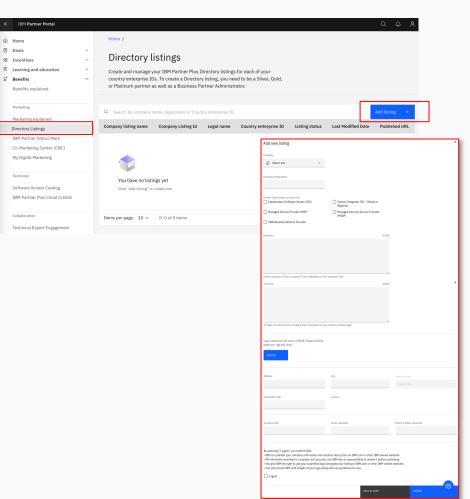


How to appear in Directory

The IBM Partner Plus Directory is a worldwide search portal where visitors can find and learn about Partner Plus member companies. For eligible partners (Silver, Gold or Platinum), the IBM Partner Plus Directory is an essential IBM Partner Plus benefit.

Partners need to pro-actively create their profile with details about their company to appear in this Directory.

To complete this task, the person listed in the partner as the Business Partner Administrator must enter Partner Portal and click over <u>add listing</u> using a form in the Partner Portal. This benefit is available to Silver, Gold, and Platinum partners.



How to use Chatter

Chatter helps build your virtual sales team, streamlining communication to facilitate successful closure of an opportunity.

Visibility to Chatter is tied to visibility of the related record

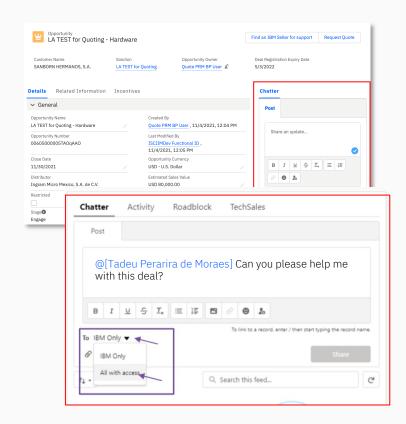
e.g. Opportunity, Lead, Account, Contact. Anyone with visibility rights to the related record will have visibility to the Chatter entries.

NOTE: Anyone with a Partner Plus ID can use Partner Portal. You can use a Chatter window if you have access to the opportunity. Preferred Distributors and IBMers, can see all their reseller opportunities and can partake in Chatter ifidentified/added.

At any time you can also add someone to discuss about the opportunity.

The Opportunity Owner need to set up the team members working in this opportunity (he can include IBMers and Distributors as well). He can simply add **@personname** in the chatter and the tool will send an e-mail to this person.

Chatter Video Demo: Here.

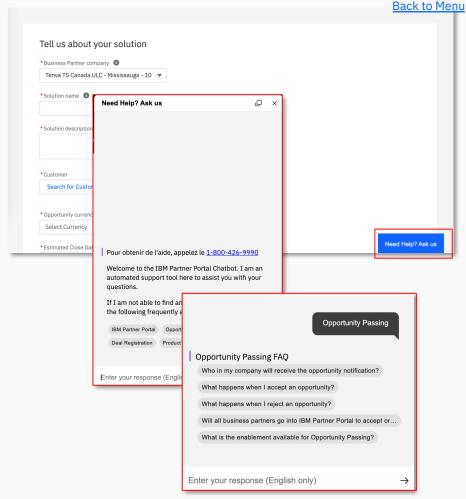


How to use Ted (chatbot)

All pages from IBM Partner Portal has a blue tab in the right down corner saying "Need Help? Ask me"

If you click, it will open a box with our chatbot that is reviewed daily and you can ask all questions, or even receive indication of questions.

Take a look.

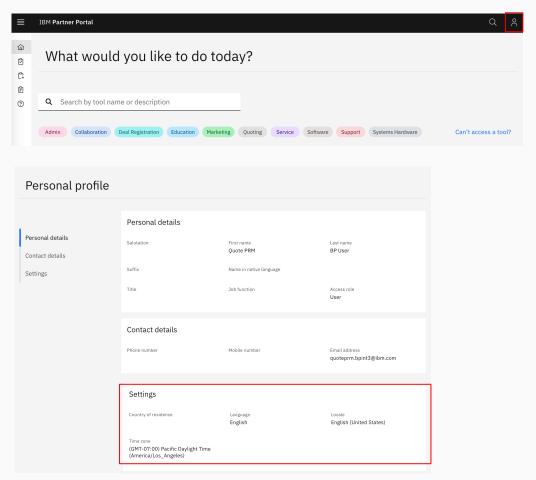


Configure your Platform

You can configure your platform to show items according to what you're used to see.

For example if you personalize your time zone, besides adjusting the hour, it will also change day format:

- Day/month/year
- Month/day/year



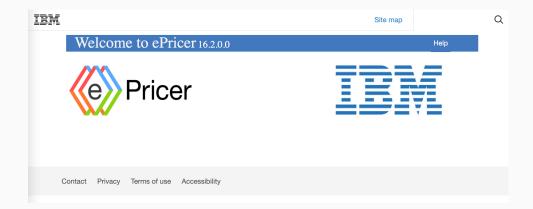
Using Infrastructure Quoting (ePricer)

ePricer Direct Access:

http://www.ibm.com/services/partners/epricer/v2/directLogin.do

Impacts include:

- Accessing ePricer will become a simpler and more simplified process.
- CEID is country specific. If you have a CEID for Mexico, you can send contributions to Mexico.
- ePricer automatically determines the appropriate ePricer functions for the CEID / type of relationship selected.
- The name of its function has been updated to indicate its CEID and the type of relationship so that it is easier to identify it for the selection.
- A new function allows you to change the CEID roles and / or the ePricer if you have several CEID / roles.
- After migration epricer will only accept the new 18 digit opportunity ID (IBM Partner Portal ID)



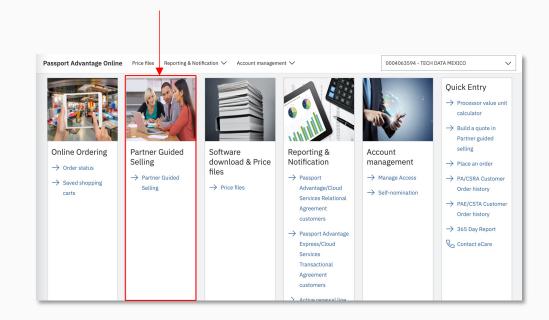
Using Software Quoting (PGS)

Requesting a Software quote is made in a system called Partner Guided Selling (PGS) that is available inside Passport Advantage online (PAO).

Passport Advantage Online (PAO) is a gateway to key features when managing software licenses. It helps with information about purchasing new software licenses, renew software subscriptions, download a software or getting reports personalized to your company.

Access Passport Advantage Online (reseller version): https://ibm.biz/PAOnline

Learn more about PGS here.



Deal Registration Program

If you need more clarification on Deal Registration Guidelines, more details on processes associated to deal management such as details on reviews, requirements for public sectors, terms and conditions, compliance and others, please use Deal Registration Guidelines at http://ibm.biz/DealRegistrationProgram



IBM Partner Support



Back to Menu

For questions regarding access and general doubts about IBM Partner Portal please Interact with IBM Partner Support Desk (ibm.biz/PartnerSupportDesk).

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