IBM – Software Value Plus Program Overview

Business Partner Benefits

- Protects and maximizes your ROI in the technical, sales and marketing skills you’ve developed.
- Places a premium on your skills and solutions which differentiate your ability to offer your customers guidance in a tough economy.
- Rewards the value you bring throughout the sales cycle through the lucrative IBM Software Value Incentive.
- Provides financial rewards for integrating IBM software with your business solutions through the Value Advantage Plus incentive.
- Accelerates your growth with Value Added Distributors (VADs).
- Improves access to IBM resources including industry-leading sales, technical, and marketing support.

Authorized Distribution Product Groups as of June 16, 2016
Authorization Requirements
The criteria for authorization to resell IBM Software products within the new Authorized Distribution model include:

Membership in the IBM PartnerWorld® program
- Approved participation in Software Value Incentive or Value Advantage Plus
- For SVI, technical and sales skills in the product groups you want to sell
- For VAP, an approved solution containing the product groups you want to sell
- An approved PartnerPlan
- Minimum revenue participation levels within SVI and VAP after the first year (10% of the total revenue (license and renewal) must pass through SVI and/or VAP; percentages may vary based on geography and country.)

For a list of certifications by product group, please go to: [http://www-03.ibm.com/certify/certs/index.shtml](http://www-03.ibm.com/certify/certs/index.shtml) (you will need to login with your IBM ID)
**Two Entry Points**
The entry point for the new Authorized Distribution model is through the Software Value Incentive or Value Advantage Plus programs. With the new Authorized Distribution model, enrollment and authorization to resell will be granted at the product group level.

SVI: Standardized criteria will include technical certifications at the product group level and sales certification.

VAP: For each IBM software product included in a VAP approved solution, IBM will authorize the Business Partner to resell the corresponding product group.

Approval for the SVI and VAP programs is currently granted at the software brand level and will be modified to reflect product group levels.

Not currently participating in SVI or VAP? Apply now for SVI and/or VAP!


You will need to be registered in IBM Software’s PartnerWorld to utilize any of the links. If you currently are not enrolled in PartnerWorld, please use the following link to get registered: [http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/index_us.html](http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/index_us.html)

**Ordering Requirements**
To assure prompt processing of your IBM Passport software purchase, please be sure to include the following information when placing your order with us:

1. IBM Software Reseller Passport ID number
2. PO number
3. End-user agency/organization name
4. End-user shipping street address, city, state and zip code
5. End-user contact name - first and last name required
6. End-user contact phone number
7. End-user contact email address
8. End-user Passport ID, Site and Agreement, if renewal is being ordered then renewal quotation #
9. If IBM special bid please provide bid #.

**Product Delivery**
IBM Software’s normal processing time on orders is 1 business day. New Passport customer can take up to 5 days. Licenses are delivered via email. The delivery must go directly to the end user on file with IBM. Media is downloadable for free from the enduser Passport Advantage secure login.

**Renewals**
Renewals must be purchase before expiration date of the license

**Pricing Programs**
Government/Education: Government agencies typically have agreement with IBM Software, please call our desk at 1 (800) 456-8000, ext. 66043 so that we can work with you to provide you with correct pricing.

**Returns Overview**

**Passport Advantage**
No returns policy

**Passport Advantage Express**
Offers a 30 day Money-back guarantee

For clarification, note that if for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its POE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

- For clarification, note that for programs acquired under the IBM International Passport Advantage Agreement, this term applies only to your first acquisition of the program.

Please contact our licensing desk with any questions.

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