Your Exclusive Invitation ...

IBM Cloud Solution Partner Incubator

The Revenue Accelerator for ISVs, xSPs and other IP Builders leveraging the IBM Cloud

2019
With emerging technologies, new business models, and ever-evolving distribution channels, today’s market is more volatile than its ever been.

As business partners continue to shape and shift in response to these changing dynamics, one thing is becoming clear:

What worked yesterday, probably won’t work today – and almost certainly will be outdated tomorrow.

The IBM Cloud Partner Incubator is a custom-tailored program enabling you to meet the ever-evolving market demands by fully leveraging the scope and scale of IBM and its ecosystem. This unique, high-touch go-to-market program gives you priority access to IBM Cloud sales, marketing, technical, and industry subject matter experts, as well as exclusive sales tools and resources.

This program is for you if you are looking to:

- Accelerate revenue growth
- Speed customer acquisition
- Augment your solution with IBM Cloud and other key offerings
The first step in the program is attending our regional go-to-market workshop:

**Thriving in the Age of Disruption**

Here you’ll team with IBM experts to optimize your go-to-market strategy and get the full impact of the IBM ecosystem of sellers, partners and experts to create and execute:

- development road maps
- product launches, and
- customer acquisition efforts.

In this working session you will:

- Create joint go-to-market plans
- Develop target customer acquisition efforts
- Expand your organization’s ecosystem to further your business objectives

### Workshop Agenda

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic:</strong></td>
<td><strong>Topic:</strong></td>
</tr>
<tr>
<td>Opening / Introductions</td>
<td>Solutioning Roadmap</td>
</tr>
<tr>
<td>GtM</td>
<td>- Cloud, Security, Watson, Analytics, Blockchain, IoT</td>
</tr>
<tr>
<td>Navigating the Disruptive Market</td>
<td>- Offering, benefits, contacts</td>
</tr>
<tr>
<td>Break</td>
<td>Break</td>
</tr>
<tr>
<td>Aligning to Customers’ Needs in a Disruptive Market</td>
<td>GtM</td>
</tr>
<tr>
<td>Going to Market with IBM (Programs, contacts)</td>
<td>- Q&amp;A, gaps, discussion</td>
</tr>
<tr>
<td>Adjourn to Networking Event</td>
<td>Next Steps/Upcoming events</td>
</tr>
<tr>
<td>Networking Event</td>
<td>GtM</td>
</tr>
<tr>
<td></td>
<td>- 2 Tracks</td>
</tr>
<tr>
<td><strong>Outcome:</strong></td>
<td><strong>Actionable Plan of:</strong></td>
</tr>
</tbody>
</table>

The workshop’s unique split day format minimizes out of office time and travel expenses, while allowing greater travel flexibility.
Incubator Workshops
2019

<table>
<thead>
<tr>
<th>DATE</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/22-23</td>
<td>New York, NY</td>
</tr>
<tr>
<td>11/14-15</td>
<td>London, UK</td>
</tr>
</tbody>
</table>

New York
10/22-23

London
11/14-15
IBM Cloud Partner Incubator
More than Just a Workshop ...

Upon completion of the regional workshop, you’ll get access to extensive pool of exclusive, on-going content, accessible to you and your team, via the **Incubator Community Portal**

To ensure easy access, all program content and resources are available live and on-demand 24x7.

*Leverage the exclusive Incubator Content to:*

- Learn about new technologies and offerings to enhance your solution
- Drive results-driven, targeted customer acquisition activities
- Grow your own ecosystem of IBM sellers, partners, affiliates, and other experts
Say Workshop helps them understand how to work with IBM to drive growth.

- 97% will implement skills from the workshop within 6 months.

- 96% satisfaction rate for the workshop.

- 157 Partners: ISV, CSP, MSP, RSI, GSI, VAR (US, Canada, UK)

- 359 Members in community of BPs, IBMers, Disties, and CTAs

- Coaching Call Webinars: average 50+ attendees each month.

- Average Rating for Content: 4.6 out of 5

- Breakout by Type:
  - ISV: 52%
  - MSP: 17%
  - SI: 11%
  - VAR: 20%

- Incubator Partners Grow FASTER than the overall base.
IBM Cloud Partner Incubator Program in Summary

**Why Join?**
Leverage the strength of IBM and its ecosystem to:
- Accelerate revenue growth
- Speed time to market
- Drive faster, more effective customer acquisitions
- Leverage IBM sellers, experts and partners to your goals

**Who Benefits?**
**Partners looking to go to market with IBM and are:**
- Building cloud solutions
- Porting solutions to cloud
- Adding cloud to their offering
- Managing services via cloud
- Providing cloud services
- Enhancing their IBM cloud offering with security, AI, analytics, etc.

**2019 Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/17-18</td>
<td>Toronto, ON</td>
</tr>
<tr>
<td>9/24-25</td>
<td>Vancouver, BC</td>
</tr>
<tr>
<td>10/22-23</td>
<td>New York, NY</td>
</tr>
<tr>
<td>10/29-30</td>
<td>Washington DC</td>
</tr>
<tr>
<td>11/5-6</td>
<td>San Francisco, CA</td>
</tr>
</tbody>
</table>

**Who Should Attend**
Any one on your team who impacts the sales and go-to-market success of your cloud offering, including:
- Executive sponsors
- Sales leaders
- Marketers
- Your key internal influencers

Your representative should be a good communicator who can instruct and/or share knowledge within your team.
Selecting IBM Cloud means more than just a technology partnership. IBM is committed to the success of every Solutions Provider integrating our Cloud, Watson, Analytics and other critical technology components.

From helping nurture newer cloud-based offerings, to speeding the growth of more mature offerings, to driving customer acquisitions, we go beyond the technology to better enable our partners so that we both succeed.

The IBM Cloud Channel Market Development program provides partners with the sales, marketing and technology support to build joint go-to-market road maps with IBM, based on the partner’s specific business goals.

To learn more about the IBM Cloud Market Development program and the Partner Incubator, contact your IBM seller or Jeff Ballard, IBM Cloud Channel Market Development Lead.
For more information:

For more information, including upcoming workshop dates and locations, check out the IBM Cloud Partner Incubator on Partnerworld.

You can also contact your distributor, your IBM sales representative, or:

**Jeff Ballard**  
IBM Cloud Channel Market Development Lead  
North America  
—  
jballar@us.ibm.com  
+1-949.378.9130  
ibm.com

**Jake Zeeman**  
IBM Cloud  
Channel Market Development  
—  
Jake.zeemna@ibm.com  
+1.815.530.9651  
ibm.com