

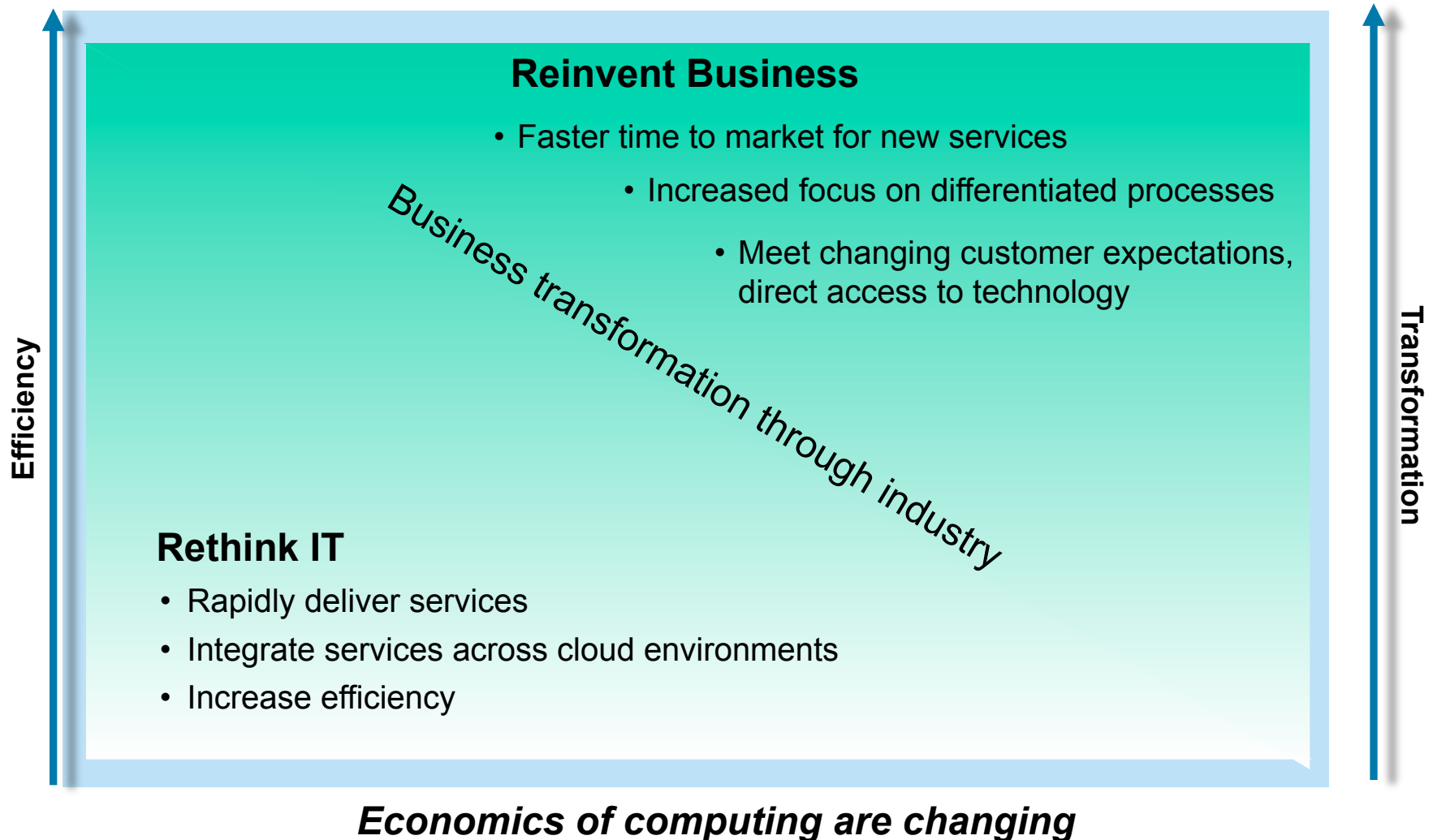
November 7, 2011

# Channel Opportunities to Build Your Own Cloud Solutions

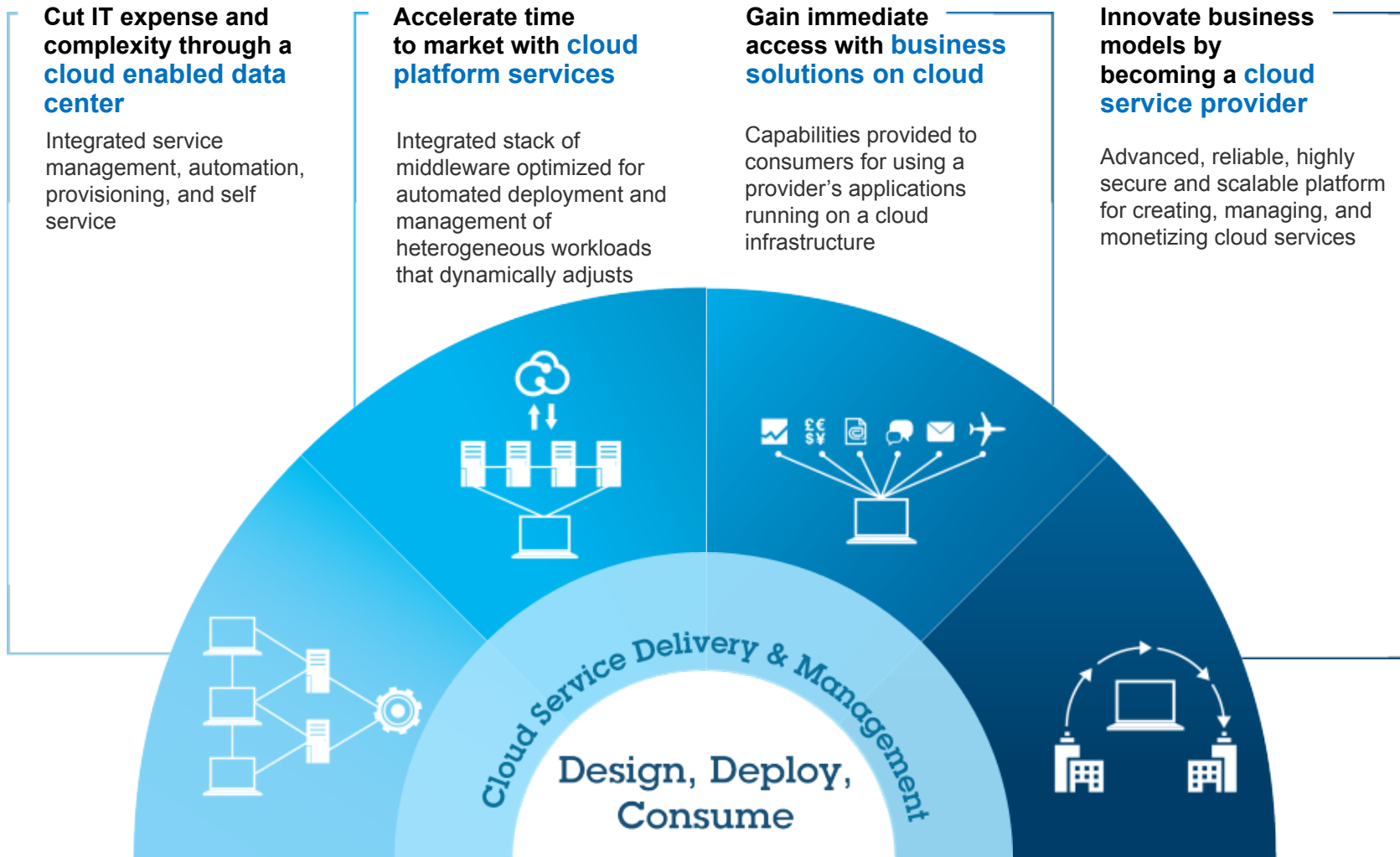
**Amy Anderson**  
**IBM Cloud Partner Programs**  
**@ibmemergingtech**



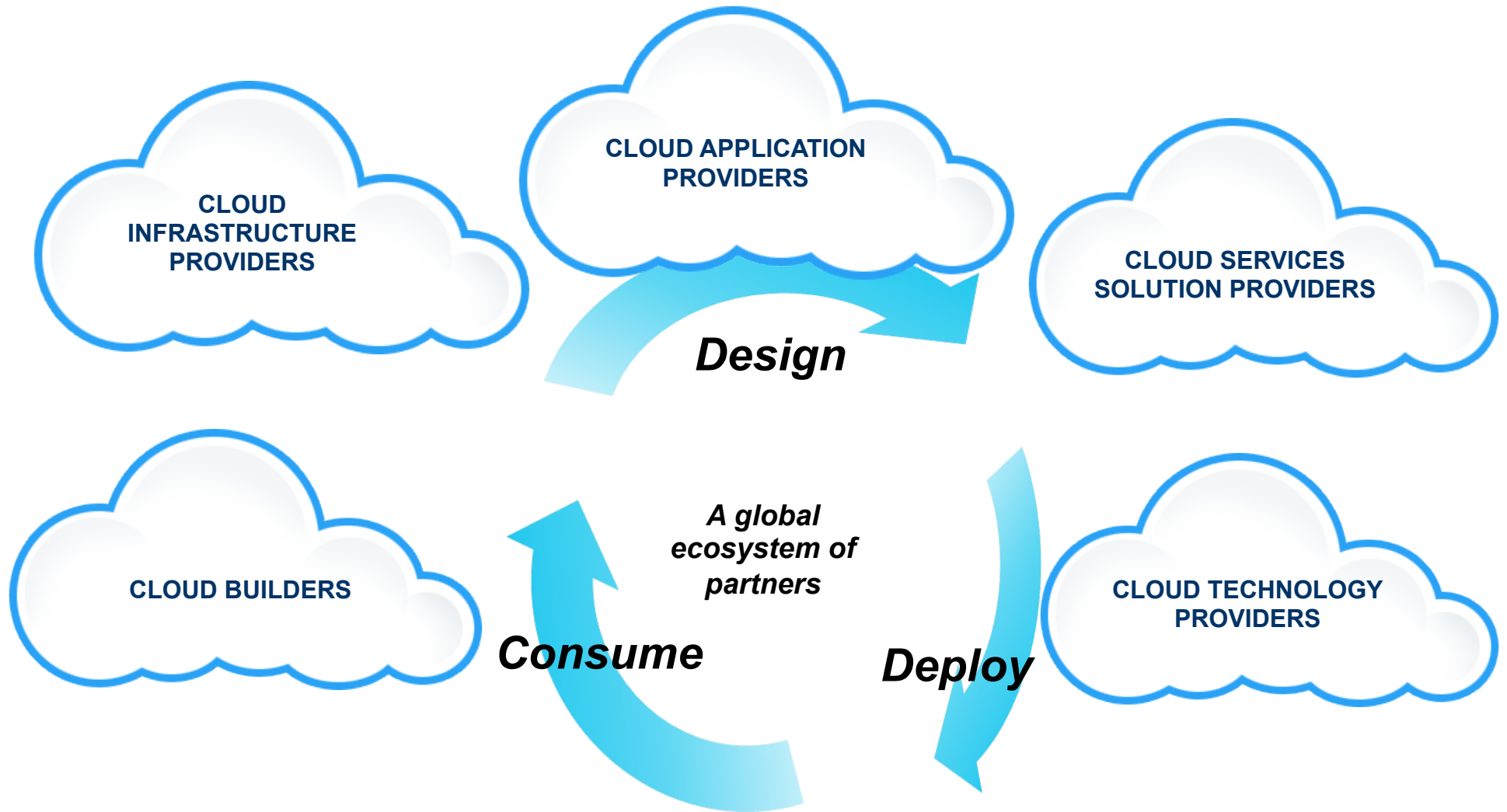
## Cloud computing allows companies to rethink IT and reinvent the way they do business



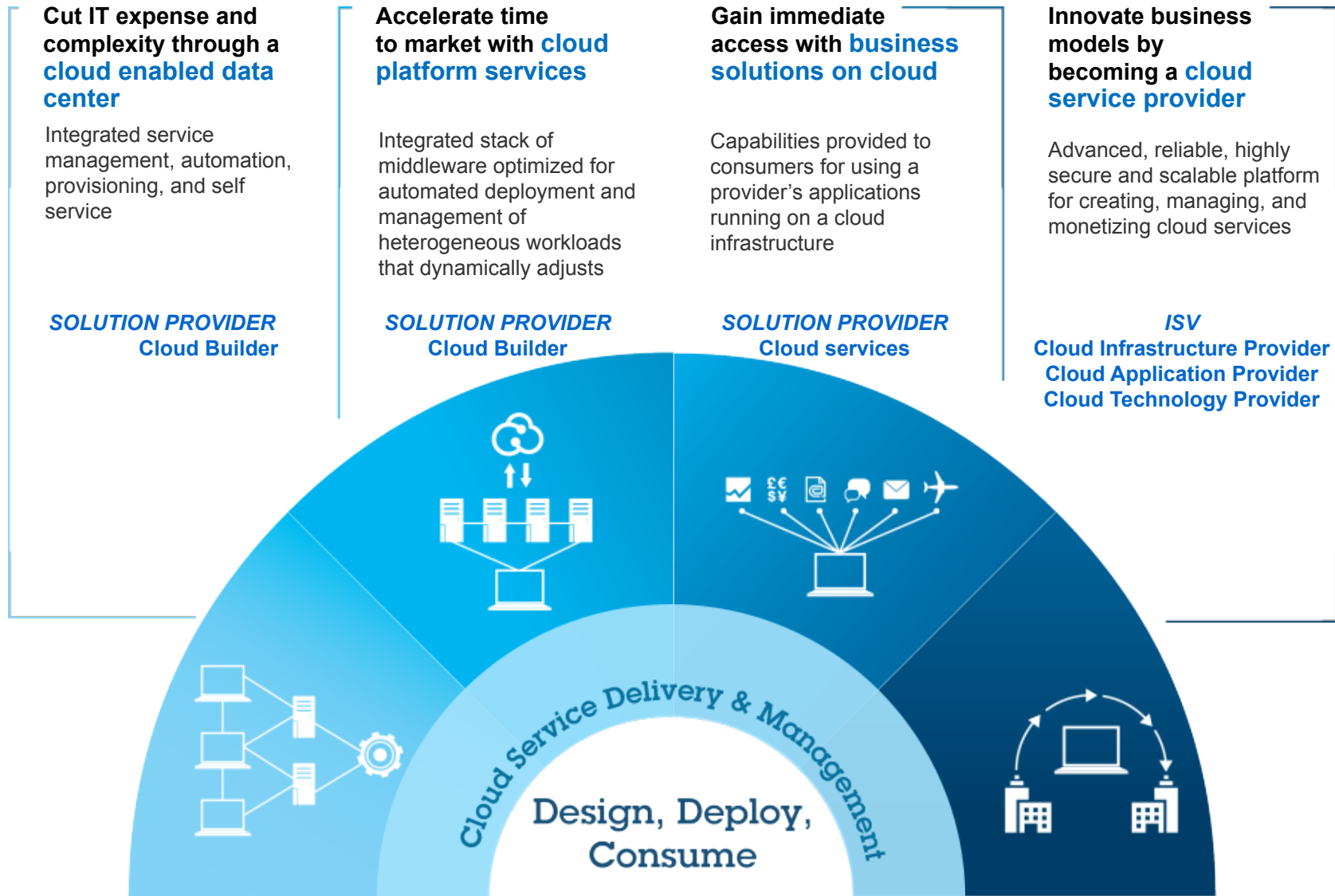
# From over 2,000 engagements, we see four major Client Cloud Adoption Patterns emerging



# We've been working with Business Partners through these five cloud business models

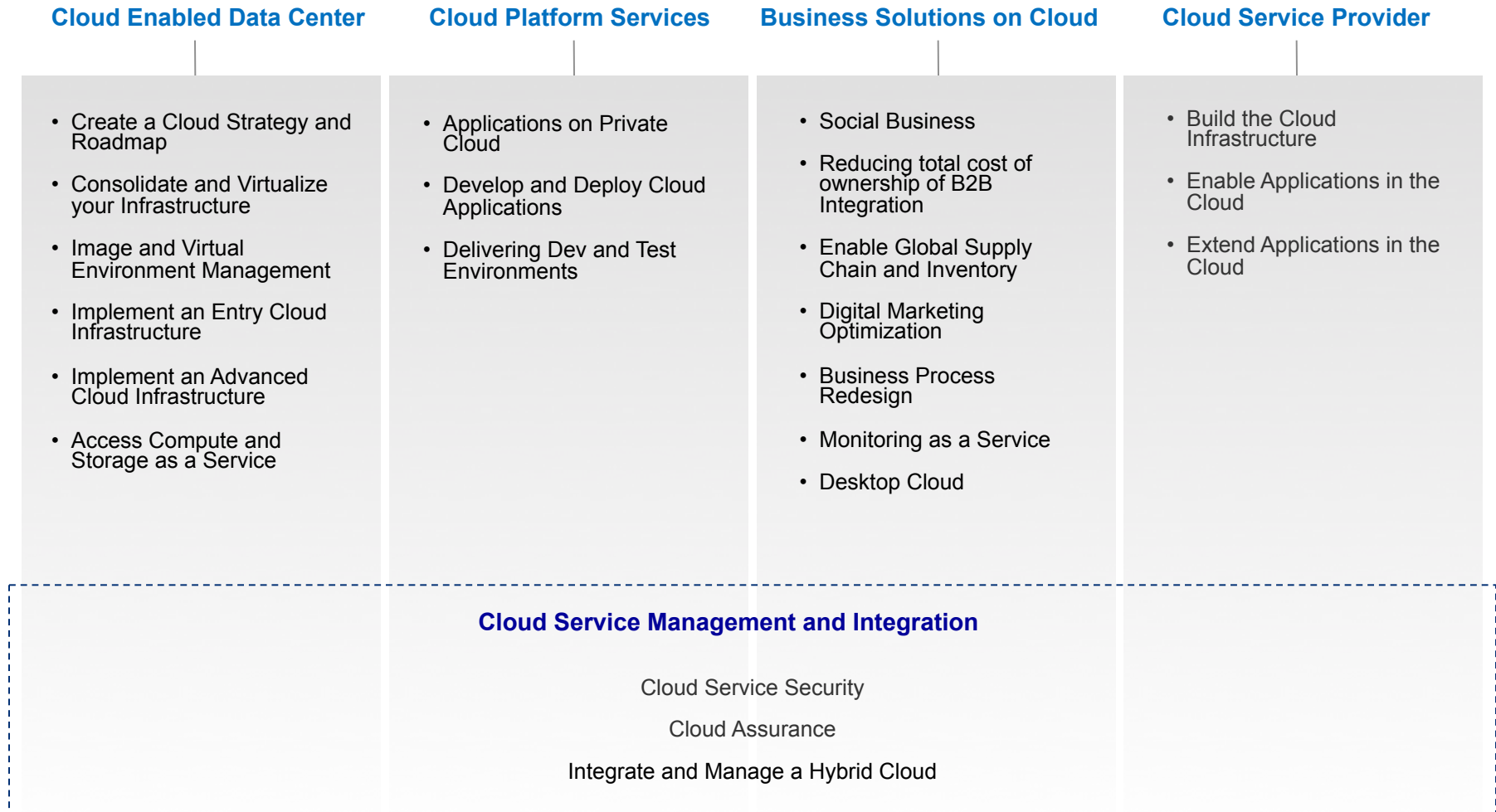


# Our partner business models map to the client buying patterns





# Within each client buying pattern we have defined 22 projects to get your clients started



# WHAT ROLE WILL YOU PLAY?

## Partners who build and resell...

## Partners who deliver...

### Cloud Builder

Win higher value, higher margin deals through consultative and solution selling of multiple IBM offerings to build private clouds



### Application Provider

Deliver applications through the cloud, such as with Software as a Service (SaaS).



### Services Solution Provider

Have an established practice, leveraging one or more IBM cloud offerings and providing end-to-end cloud solutions to their clients.



### Infrastructure Provider

Provide a public cloud service on which application vendors and companies can host their solution.



### Technology Provider

Provide the tools, services, and technologies that help other IBM Business Partners and enterprise clients use the cloud more effectively



## Infrastructure Providers

Provide a public cloud service on which application vendors and companies can host their solution.



**How to Make \$\$**

**Roadmap**


**Skills & Education**


**Support Resources**




## How Infrastructure Providers Make Money

 Hosting Fees

 Managed Services

 Integration Services

 Value add services such as:

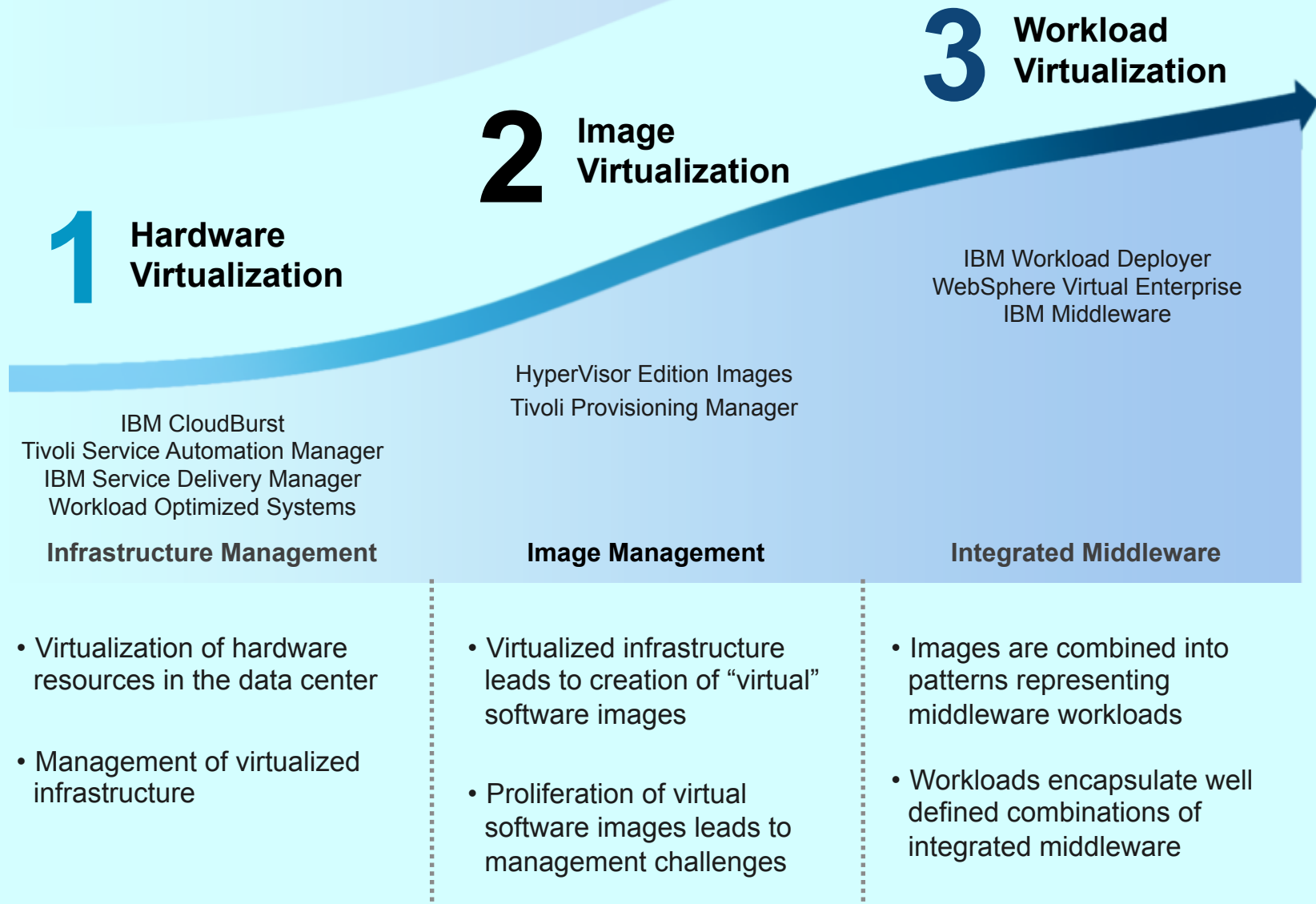
➤ Metering / Billing

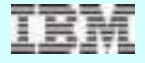
➤ Security

➤ Consulting

➤ Helpdesk

# Infrastructure Provider Roadmap





## Infrastructure Provider Next Steps

- Use the Cloud Technology Progression paths to determine the appropriate entry point and cloud enablement project.
- Define a project plan.
- Leverage IBM's enablement tools and resources to complete your project.

Entry Point	Key Technologies
Hardware Virtualization	▪ IBM CloudBurst, Tivoli Service Automation Manager
Image Virtualization	▪ Tivoli Provisioning Manager
Workload Virtualization	▪ IBM's cloud-ready middleware products, IBM Workload Deployer
Infrastructure Selection	▪ IBM SmartCloud Enterprise, IBM Cloud Infrastructure Partners
Hybrid Integration	▪ WebSphere Cast Iron Cloud Integration platform
Analytics	▪ Cognos Business Intelligence
Social Business	▪ LotusLive

## Infrastructure Provider Skills You Will Need - Sales

### Basic Requirements

- Cloud Computing Basics
- Infrastructure Skills
- Consultative Selling
- Cloud Sales Certification (Test 000-032)

### Additional Requirements

- Virtualization & Platform Management
- Service Management
- Image Management

## Infrastructure Provider Skills You Will Need - Technical

### Basic Requirements

- Infrastructure Technical Skills
- IBM Cloud Computing Reference Architecture
- Cloud Technical Certification (Test 000-280)

### Additional Technology-Specific Requirements

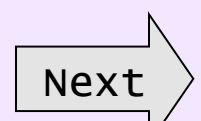
- Virtualization & Platform Management
  - IBM Director
  - Network, Storage Manager
  - VMWare
- Service Management
  - Tivoli ISDM: Service Automation Manager, Provisioning Manager, Usage & Accounting Manager
- IBM SmartCloud Enterprise
- Deploy workload patterns in the Cloud
  - IBM Workload Deployer

## Where to get Sales Education

	Cloud Sales Skills	Duration	Education Resource Links
<b>Bas ics</b>	Cloud Computing Basics	37 Min 10 Min 1 Hour	<a href="#">Cloud web lecture for Business Partners</a> <a href="#">Quick Reference Guide</a> <a href="#">Know Your IBM</a>
	IBM Cloud Reference Architecture	1 Hour	<a href="#">Recorded Webcast</a>
	Cloud Sales Guide for Business Partners	30 min	<a href="#">Sales Guide</a>
	Consultative Selling	1 Hour 1 Hour	<a href="#">White boarding</a> <a href="#">Sales Simulator</a>
	Cloud Sales Certification	75 Min	<a href="#">Overview &amp; prep test</a> (Course id 2992, free for BPs)
<b>Ext end ed</b>	Tivoli Integrated Service Delivery Manager	2 Days	<a href="#">SEE NEXT PAGE</a>
	IBM SmartCloud Enterprise	Various	<a href="#">Services training and education</a> <a href="#">Business Partner Sales Kit</a>
	IBM Workload Deployer	1 Hour Various	<a href="#">Capturing the Cloud</a> developerWorks article <a href="#">Sales Kit</a>
	Brand – Systems & Storage (STG)	3 Days Various	<a href="#">Top Gun Classes</a> <a href="#">Systems College</a>
	Brand – Software (SWG)	1 Day Various	<a href="#">Cool Cash Cloud Workshops</a> <a href="#">Software College</a>

## Where to get Technical Education

	Cloud Technical Skills	Duration	Education Resource Links
<b>Basic</b>	IBM Cloud Reference Architecture	1 Hour	<a href="#">Recorded Webcast</a>
	IBM System Architect Handbook	Varies	<a href="#">Redbook</a>
	Building Private Clouds	3 Day	IBM Technical Cloud Bootcamps
	Cloud Technical Certification	75 Min	<a href="#">Overview &amp; Preparation</a>
<b>Extended</b>	IBM Systems Software	Various	<a href="#">Systems College- Software</a>
	Tivoli Integrated Service Delivery Manager	2 Months	<i>SEE NEXT PAGE</i>
	IBM Workload Deployer	2 Hours	<a href="#">Education Assistant Self-paced Training</a>
	Brand – Systems & Storage (STG)	Various	<a href="#">Systems College</a>
	Brand – Software (SWG)	Various	<a href="#">Software College</a>



## IBM Innovation Centers provide support to Cloud Partners

- ▶ **Technical Enablement**
- ▶ **Go-to-Market Support**
- ▶ **Linkage to Value Net Partners**



[PartnerWorld Information Link](#)

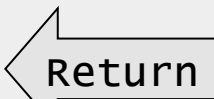




## IBM PartnerWorld Cloud Portal

[www.ibm.com/partnerworld/cloud](http://www.ibm.com/partnerworld/cloud)

- Starting point for all Cloud resources for IBM Business Partners
- Featured announcements, tools, offerings, education
- Solutions for application developers, cloud builders, and IBM Cloud services resellers
- Links to additional essential resources
- Updated Monthly





Thank you!

**For more information, please visit:**  
<http://www.ibm.com/cloud>