

2009 Beacon Awards

Industry and ISV Solutions Awards

Outstanding Enterprise Application Solution by an ISV

This Beacon Award recognizes the ISV that has brought to market an innovative enterprise application solution (ERP, CRM, HCM, SCM, etc.) beneficial to customers in multiple industries. The solution should leverage IBM hardware, middleware and services to deliver a measurable benefit to customers. The winner of this award can demonstrate customer value by successfully leveraging people, processes, relationships, and technology infrastructure to achieve customer revenue goals or expense reductions.

The winning solution will include an ISV enterprise application, one IBM hardware component, at least one IBM middleware component (i.e. Tivoli, DB2, Lotus, WebSphere, Rational), and IBM GBS or GTS implementation services. The solution must deliver a measurable competitive business advantage to the customer, be utilized by customers in multiple industry segments, and result in satisfied customers willing to be references for IBM.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Software as a Service (SaaS) Innovation

This award recognizes an IBM Business Partner whose solution is delivered as a service to end users. The Business Partner must be part of the IBM SaaS Specialty. The business partner should be considered as an innovator in the Software as a Service market and recognized by peers for an on demand offering with an innovative pricing model that allows customers to respond rapidly to changing market conditions.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding Industry Solution by an ISV

This Beacon Award recognizes the ISV that has brought to market a key innovative, industry solution.

The innovative solution should leverage open standards, must incorporate and lead with two or more IBM middleware infrastructure and hardware components, improve industry processes and demonstrate significant IBM revenue and market share. This award distinguishes that ISV whose solution clearly sets them apart in the marketplace and impacts IBM's market position. The IBM Business Partner must not endorse any proprietary infrastructure technologies.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

2009 Beacon Awards

Mid-Market Awards

Excellence in the Mid-Market

This Beacon Award recognizes the IBM Business Partner for excellence in serving medium-sized companies, with 100-999 employees. The winning Business Partner embraces the mid-market by teaming with IBM to deliver innovation to medium-sized businesses and drive outstanding business results in the mid-market. This Business Partner builds solutions with IBM's Express Advantage offerings, invests in generating demand with new and existing mid-market customers, and leverages IBM's strategy and resources for mid-market.

Minimum criteria:

You must submit a client reference that demonstrates your mid-market solution or services offering has been successfully implemented in a mid-market client environment within the past 12 months.

Your solution must contain:

- at least one offering from the IBM Express Advantage Offerings portfolio (hardware, software or services), and
- your application or high-value service (integration, implementation, customization, consulting, or hosting services).

Key measurements of success include:

- Customer reference demonstrates the most innovation in addressing one or more of the following challenges experienced by medium-sized businesses: growth, access to new markets, or simplification/improvement of business processes.
- Business Partner has invested in generating demand for their Express Advantage-based solution with new and existing mid-market customers.
- Business Partner has used marketing or sales programs or resources offered by IBM to address mid-market opportunity.
- Business Partner has teamed with other IBM Business Partners to deliver end-to-end mid-market solutions.
- Business Partner has leveraged IBM Global Financing to deliver solutions to mid-market customers.
- Contributed to IBM's mid-market revenue growth over the past 12 months.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Excellence in the Mid-Market - Asia Pacific Growth Markets

This Beacon Award recognizes the IBM Business Partner for excellence in serving medium-sized companies, with 100-999 employees in growth markets. The winning Business Partner embraces the mid-market by teaming with other Business Partners and/or IBM to deliver innovation to medium-sized businesses and drive outstanding business results in the mid-market. This Business Partner builds solutions on their own or with IBM's Express Advantage offerings, invests in generating demand with new and existing mid-market customers, and leverages IBM's strategy and resources for mid-market.

This award covers all Asia Pacific countries except Japan.

Minimum criteria:

You must submit a client reference that demonstrates your mid-market solution or services offering

2009 Beacon Awards

has been successfully implemented in a mid-market client environment within the past 12 months.

Your solution should have at least one of the following:

- incorporate IBM software / middleware,
- one offering from the IBM Express Advantage Offerings portfolio (hardware, software or services), and
- be own application or of high-value service (integration, implementation, customization, consulting, or hosting services).

Key measurements of success include:

- Customer reference demonstrates the most innovation in addressing one or more of the following challenges experienced by medium-sized businesses: growth, access to new markets, or simplification/improvement of business processes.
- Business Partner has invested in generating demand for their solution with new and existing mid-market customers.
- Business Partner has used marketing or sales programs or resources offered by IBM (VIP, ValueNet etc..) to address mid-market opportunity.
- Business Partner has teamed with other IBM Business Partners to deliver end-to-end mid-market solutions.
- Business Partner has leveraged IBM Global Financing to deliver solutions to mid-market customers.
- Business Partner has contributed to IBM's Mid-Market revenue growth over the past 12 months. Revenue measurements to be used are either ecolink revenue results or actual revenue attainment.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

2009 Beacon Awards

Dynamic Infrastructure Solutions Awards

Outstanding Business Resiliency Solution

The IBM Beacon Award for Outstanding Business Resiliency Solution recognizes the Business Partner that has achieved the greatest results in deploying solutions which help their clients improve the resiliency of their IT infrastructure.

The winner of this award will have enabled clients to reduce downtime and improve the resiliency of their IT infrastructure through a solution which addresses one of the following:

- Enable superior levels of application availability
- Enable disaster recovery/high availability for virtualized configurations
- Significant reductions in downtime from planned outages
- Address risk management with multi-platform disaster recovery solutions

This Business Partner's success is evidenced by:

- inclusion of multiple IBM server, storage and software offerings or features as part of the solution
- solutions that are repeatable for multiple clients
- their clients' adoption of leading edge IBM technologies

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding Energy & Environment (Green) Solution

This award recognizes a Business Partner whose technology solution helps customers improve their energy efficiency or other operational costs while demonstrably reducing the overall impact on the environment. Based on quantitative and qualitative results, the IBM Outstanding Energy and Environment Solution Beacon Award highlights the IBM Business Partner whose innovative solution provides our mutual customers with tangible benefit while helping the environment.

The Business Partner solution enables customers to enhance operational or energy efficiency and/or improve IT systems usage. Examples:

- lowering energy consumption by increasing the utilization rates of physical servers, reducing the number of physical resources required, and streamlining the overall IT infrastructure
- significantly reducing the amount of paper consumed by an enterprise
- addressing regulatory compliance in energy use while meeting business goals
- systems and tools that accurately measure and manage energy consumption and helps lead to reduction in green house gas emissions

Other benefits customers may experience as a result of a winning solution include an improvement in a customer's corporate image by minimizing their environmental impact, the adoption of best

2009 Beacon Awards

practices in power and cooling, financial benefits from reduced energy consumption, and better alignment with the customer's stated sustainability goals.

Success is determined by the degree of innovation in the solution, the energy savings customers realize implementing the solution, and the IBM Business Partner revenue obtained in 2008 for the "green" solution. To achieve this goal, the winner will have used some or all of the following technology components: IBM Systems hardware and storage products (System x, z, Power platforms; System storage devices); IBM software solutions (i.e., Lotus, Information Management, Rational, Tivoli and WebSphere), virtualization technologies (including Advanced Power virtualization); Systems Director products; environmental monitoring and diagnostic tools; and metrics that determine cost effectiveness.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding Virtualization and Consolidation Solution

The IBM Beacon Award for Outstanding Virtualization and Consolidation Solution recognizes the Business Partner that has achieved the greatest results in deploying solutions which help their clients improve the utilization, management and flexibility of their of their IT infrastructure leveraging virtualization and consolidation.

The winner of this award will have enabled clients to improve utilization, management and/or flexibility of their IT infrastructure through a solution which addresses one of the following:

- Enable levels of utilization higher than typical industry implementations – for example, current x86 utilization averages approximately 10%. Consolidation could be on servers (System z, Power Systems, System x or BladeCenter) or storage.
- Enable interoperation of physical and virtual management through IBM Systems Director implementations for POWER or System x/BladeCenter solutions.
- Implement virtualization technologies in the infrastructure spanning more than one server platform, or a server platform combined with storage.

This Business Partner's success is evidenced by:

- inclusion of multiple IBM server, storage and software offerings or features as part of the solution
- solutions that are repeatable for multiple clients
- their clients' adoption of leading edge IBM technologies

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding Information Infrastructure Solution

This IBM Information Infrastructure Solution Beacon Award recognizes the Business Partner that has achieved the greatest results in deploying solutions which help their customers manage and protect their growing data/information. The winner of this award will have implemented storage solutions that enable clients to successfully manage information infrastructure needs through a solution which addresses one or more of the following (CARS) themes:

- Information Compliance
- Information Availability

2009 Beacon Awards

→ Information Retention

→ Information Security

This Business Partner's success is evidenced by:

→ Their clients' adoption of leading edge IBM information infrastructure solutions,

→ Inclusion of multiple IBM storage hardware and software offerings or features as part of the solution,

→ Their achievement of their IBM storage growth and sales targets.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

2009 Beacon Awards

Platform Solutions Awards

Outstanding Power of i Business Solution

This Beacon Award recognizes the IBM Business Partner who has achieved the greatest results in delivering innovative business solutions on Power Systems with i. The winner of this award will have successfully combined i on IBM Power Systems with IBM software, ISV applications, and the Business Partner's deployment skills to offer the most comprehensive business solution. This Business Partner's success is demonstrated by their customers' satisfaction with the solutions they provide and the potential replicability of the solution. Additional consideration will be given to those solutions that include the use of Power Systems in integrating AIX, i and Linux applications onto one system.

Eligible systems include:

→ IBM Power Blades Servers

→ Power Systems 520

→ Power Systems 550

→ Power Systems 560

→ Power Systems 570

→ Power Systems 595

→ System i 515

→ System i 525

→ System i 550

→ System i 570

→ System i 595

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Winning Solution with Power Systems and AIX

This Beacon Award recognizes the Business Partner who has delivered a Power Systems solution that helps customers maximize return on their IT investments, improve responsiveness of systems and people and drive innovation with technology. The winner of this award will have achieved the greatest results toward meeting customer needs by delivering an AIX-based solution that leverages the power of the software elements of virtualization, availability, energy, security and/or systems management. Additional consideration will be given to those solutions that include the use of Power Systems in integrating AIX, i and Linux applications onto one system.

Eligible systems include:

→ IBM Power Blades Servers

→ IBM Power Systems

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

2009 Beacon Awards

Excellence in System z Solution

Recent growth of the IBM System z platform is attributable to several factors, including: New ISV applications being introduced on both z/OS and Linux on System z, energy and cost savings from server consolidation, virtualization which leverages the mixed workload capability of the platform, the increased business value placed on the security and resiliency provided by the platform, recognition of the services management capabilities of the platform, and the ability of this platform to help manage increasingly larger databases and richer information types. The 2009 IBM System z Beacon Award focus is on IBM Business Partners that either individually, or in cross-partner collaboration, have implemented an innovative solution encouraging New Workload growth in existing or net new customers on System z.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding System x and BladeCenter Solution

This Beacon Award recognizes the Business Partner who has demonstrated an innovative approach in providing an effective System x or BladeCenter solution to their customers in one of the following areas: energy efficiency, server consolidation, reducing costs and increasing utilization via virtualization or systems management and security. The winner of this award has utilized IBM's x86 technology to provide a solution that combines our Intel or AMD tower and racks, X4 Architecture high performance systems and/or our BladeCenter offerings in a competitive win-back sales scenario. This Business Partner's success is reflected by their innovative solution, the number of customers they have transitioned from competitive servers, and a high level of customer satisfaction.

Eligible Systems include:

- System x high volume rack and tower servers

- System x high end rack servers

- System x BladeCenter servers and chassis

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

2009 Beacon Awards

Services Solutions Awards

Outstanding Product Affinity Services Solution

This Beacon Award recognizes the Business Partner who has made an investment to drive sales of our asset-based services solutions that are complementary to their own portfolios. These services offerings include Business Continuity and Resiliency Services, and IBM Internet Security Systems.

The winner of this award will have demonstrated that they have teamed with IBM Global Technology Services in various engagements to drive significant revenues and customer satisfaction. Key measurements of success include revenue for services on asset-based offerings that extends the relationship to other accounts and opportunities, innovative execution and positive customer satisfaction with the services delivered.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding Complementary Growth Solution

This Beacon Award recognizes the Business Partner who has made an investment to drive sales of our asset-based services solutions that are complementary to their own portfolios. These services offerings include Business Continuity and Resiliency Services, IBM Internet Security Systems, and Softek services.

The winner of this award will have demonstrated that they have teamed with IBM Global Services in various engagements to drive significant revenues and customer satisfaction. Key measurements of success include revenue for services on asset-based offerings that extends the relationship to other accounts and opportunities, innovative execution and positive customer satisfaction with the services delivered.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding Collaboration Solution with IBM Global Technology Services

This Beacon Award recognizes the Business Partner who has demonstrated their commitment to collaboration with IBM Global Technology Services through a co-sell and co-delivery teaming model. These services include all Business Partner enabled-offerings for Global Technology Services.

The winner of this award will have demonstrated that they have teamed with IBM Global Technology Services in various collaboration engagements (e.g. IBM as prime, Business Partner as Prime) to drive significant revenues and customer satisfaction. Key measurements of success include revenue for IBM Global Technology Services offerings that extends the relationship to other accounts and opportunities, innovative execution and positive customer satisfaction with the services delivered.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

2009 Beacon Awards

Software Solutions Awards

Outstanding Information On Demand Solution

Improve decision-making with Information On Demand. The Outstanding Information On Demand Solution Beacon Award recognizes a solution that:

- deploys an information infrastructure that enables organizations to deliver relevant and trusted information in real time to employees, customers and partners and become an on demand business — able to respond quickly to market demands, opportunities and threats
- deploys the power of Information On Demand using primarily the suite of IBM Information Management software and secondarily, complementary IBM middleware that enables an organization to obtain fact-based, conclusive and actionable information about their business
- enables organizations to easily capture, organize, integrate, analyze, discover and securely deliver all types of information, regardless of where that information resides or its format

Special consideration will also be given to IBM Business Partners who have successfully served the mid-market community.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Innovative Collaboration Solution with Lotus® Software

This category recognizes a solution that most effectively leverages part or all of the IBM Lotus portfolio, including IBM Lotus Notes and Domino, Lotus Sametime (including Unified Collaboration and Communications) Lotus Quickr™, Lotus Forms, Lotus Connections (our social networking offering), IBM WebSphere Portal and IBM Mashup Center. Solutions based on software from Lotus are designed to make people more productive in the context of what they do -- everyday. These solutions empower people and organizations to Connect, Collaborate and Innovate to take full advantage of their collective knowledge in the context of business processes, thus helping them achieve better business outcomes. The winning solution in this category will illustrate how Lotus offerings (including IBM WebSphere Portal) integrate the human element into business processes by leveraging Lotus' messaging, collaboration, document and content management, situational applications, and integration capabilities. For consideration, the solution must be deployed at a customer site and demonstrate clear Return On Investment (ROI). Special consideration will be given to solutions that drive quantifiable improvements in business performance, those that have enabled a competitive win, and/or those that leverage Web 2.0 capabilities.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding Service Management Tivoli® Solution

This award recognizes an IBM Business Partner solution delivering the Visibility, Control and Automation needed to industrialize business and IT operations. The solution must demonstrate improved management of the customer IT infrastructure through an integrated set of IT services based on Tivoli products. The desired solution documents the unique power of using IBM Service Management. Documentation on the candidate solution should show improved management of the customer's IT infrastructure through an integrated set of IT services rather than managing it as groups of servers, software, databases and networks.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

2009 Beacon Awards

Outstanding Software Delivery with Rational® Software

The business value behind developing and deploying higher quality software solutions in less time is the distinct competitive advantage every organization needs in today's on demand world. Winning IBM Business Partners in this category are those who strive to improve the software development capability of their customers with the IBM Rational software development platform. Key measurements of the IBM Business Partner's success include the number of new accounts into which the Business Partner has supported, influenced or sold IBM Rational software, including the IBM Telelogic Portfolio of products; number of certifications held by the Business Partner; number of references and successful engagements; and use of multiple IBM Rational software solutions in the deployment of customer applications. In addition, those IBM Business Partners who have actively engaged, participated and demonstrated opportunity identification and ownership of SMB and new customers through the use of marketing and field activities promoting Rational solutions, participation in Rational sponsored events, and contribution to customer testimonials and references are given particular consideration.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

Outstanding WebSphere® Service Oriented Architecture (SOA) Solution

Service Oriented Architecture (SOA) is a business-centric IT architectural approach that can enable companies to better address today's changing business needs through improved flexibility and agility, SOA integrates a business as linked, repeatable business tasks or services.

IBM will recognize our Business Partners who have created SOA based assets or solutions, or delivered services to help businesses become truly agile organizations. Nominations must include at least one customer reference that describes how the customer's business has benefited from the Business Partner's SOA solution, asset or service. The customer solution should identify, for example, reduced cost, improved implementation efficiencies or greater flexibility through the reuse of the asset. The referenced customer must be willing to talk publicly regarding their experience.

The solution will be judged based on how it incorporates the components of Smart SOA. This includes SOA entry points, People, Process, Information Connectivity and Reuse, Web 2.0, and process integrity. Nominations will also be judged on how the solution utilizes the SOA Foundational products. Additional consideration will also be given to the nominations that have qualitative and quantitative results.

Preference will be given to Business Partners that are participating in the SOA Specialty, have an entry in the SOA Business Catalog or have SOA customer references in the IBM Customer Reference Database. Solutions must be deployed on the following WebSphere version 6.0 or higher software: WebSphere Application Server (WAS), WebSphere Enterprise Service Bus (WESB), WebSphere Process Server (WPS), WebSphere Portal Server, WebSphere Business Modeler, WebSphere Business Monitor, or WebSphere DataPower.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.

2009 Beacon Awards

Technical Excellence Award

Overall Technical Vitality

IBM and its Business Partner channel have a reputation for delivering high quality customer solutions which are designed and supported by highly skilled technical professionals. As the marketplace becomes more sophisticated, requiring ever more complex solutions incorporating new and legacy applications, integrating middleware and hardware, it becomes ever more essential that Business Partners make the necessary investments to continue to meet customer expectations and maintain high customer satisfaction.

This Beacon Award recognizes Business Partners who have:

- Invested in the technical skills and capabilities necessary to deliver high-quality solutions to satisfied customers
- Been recognized by customers and the marketplace for their robust application or solution design and development processes and skills
- Implemented solution design and assurance processes that maximize the customer's investment while ensuring that business needs are met
- Applied the highest standards to the management of technical skills and processes, from project management, through implementation, and the active management of customer satisfaction
- Invested in the use of innovative technologies and tools to provide leading edge solutions and support

Business Partners who are recognized through this award have demonstrated best-of-breed technology leadership, high levels of skills, quality processes and consistently high customer satisfaction through investment in their technical capabilities.

Additional criteria:

Minimum of 1 (maximum of 3) client references required.