

## Know Your IBM puts Tech Pacific in the know and on the money



Know Your IBM is an interactive, permission-based marketing program. It is an offering for eligible Business Partners designed to heighten and reward their competency to sell targeted IBM solutions and brands, and thereby increase their IBM sales.

Tech Pacific, for instance, has seen its sales of IBM's *@server*™ xSeries and the ThinkVantage family grow since it launched Know Your IBM campaigns around these offerings in 2002.

"Know Your IBM strengthens IBM's position in the market. Do I believe it's creating a competitive advantage? Yes, I do. There is a direct correlation between knowledge and sales. Someone who is knowledgeable about a product is more likely to sell more of that product. Know your IBM clearly demonstrates this."

### Incent and reward sales

Quick-learn education modules available through Know Your IBM can cover a multitude of topics including areas such as storage, personal systems, selected servers and software. Curriculum focuses on key product information and selling points that is easy for students to consume, and is delivered online in a self-study, individually paced format. Modules

### Overview

■ **IBM Business Partner:**  
*Tech Pacific, a broad-based distributor of information technology across Asia and the Pacific Rim.*

■ **PartnerWorld offerings:**  
*Know Your IBM  
Campaign Designer  
PartnerPlan*

Ask Australia-based IBM distributor and Premier Business Partner Tech Pacific about the results they are seeing from IBM PartnerWorld's Know Your IBM offering and they'll tell you: Knowledge is power that equates directly to stronger sales.

"Since we launched Know Your IBM we've seen steady and consistent growth in our IBM sales and that's because we are helping our resellers become more knowledgeable about IBM offerings," says Jenny Southon, IBM Business Manager for Sydney-based Tech Pacific.

can also be customized to include the specific areas of expertise the Business Partner firm is seeking to strengthen.

Know Your IBM also helps incent sales by rewarding sales representatives who complete education modules and drive sales. While incentives vary by brand, high-quality rewards are the standard in Know Your IBM, says Southon, and help motivate sales people to perform.

Firms like Tech Pacific are invited to participate in a Know Your IBM campaign with an e-mail announcement and marketing materials are sent to sales teams, informing them of the opportunity and details about the associated sales incentives. Additional e-mails announce the release of new on-line education modules and keep participants informed on their progress. Administrative tools are also provided for program management – from participant profile management, to performance measurement and revenue tracking.

“Everyday our sales associates use what they’ve learned,” says Josh Velling, the category manager for Tech Pacific. “The proof is in the pudding: Overall IBM sales have increased by 20 percent and Know Your IBM is an integral part of this improvement.”

### **Better serve customers, SMBs**

Tech Pacific is a broad-based distributor of information technology products across Asia and the Pacific Rim. It is the distributor of choice for more than 89 leading suppliers of information technology and communications products, including IBM. As a firm seeking to better serve

customers and prospects in the small and medium business market, Tech Pacific launched Know Your IBM as a means of helping its 130-person sales team tap into knowledge about products and solutions aimed at this market.

“Our biggest challenge lies in educating and training our staff so they are knowledgeable enough to sell offerings that address customer requirements,” says Southon. “Know Your IBM helps meet this need and reinforces IBM mind share, so that when a recommendation is needed, it’s IBM that’s top of mind.”

Know Your IBM has helped Tech Pacific go to market faster with IBM solutions aimed at SMBs and reduces the distributor’s investment in training and education. The self-study, quick-learn format is popular among sales teams since information is imparted without a significant investment of time and at no expense. Learning modules, for instance, can be “consumed” in under 20 minutes. Salespeople are armed with the amount and type of information required to hold more effective sales calls. Also, materials can be printed on the fly and brought to meetings.

“There’s not a significant investment of time that’s required and that’s very appealing to people who are already time constrained,” says Velling. “It’s almost like support and education on demand.”

In fact, ask Velling and Southon about overall support Tech Pacific receives from IBM as a Premier Business Partner and they’ll tell you that IBM is “on fire.” Campaign Designer, a Web-based demand generation resource, is one of many co-marketing offerings Tech Pacific is using to increase awareness of

the IBM solutions it markets and to identify potential new opportunities. Moreover, the firm takes advantage of IBM’s market planning tool – PartnerPlan – alongside resellers in its associate member program for tier two resellers. This helps set expectations and identifies clear cut go-to-market plans within Tech Pacific’s own partner community.

“From our vantage point, IBM is spot on when it comes to providing consistent support and products well positioned in the market,” says Velling. “Know your IBM is part of an overall channel strategy that’s being executed very effectively.

For more information on Tech Pacific <http://www.techpac.com.au>

And to learn more about Know Your IBM and whether your firm is eligible to participate, visit:

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



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