



Selling IBM to your midmarket customers is now even easier with Express Advantage.

The midmarket is hungry. Customers with very tough business problems want effective solutions.

That's why we created IBM Express Advantage. Now you can offer your clients 'all the blue without the big'.

Since February, we have run advertising focused on supporting your market in the Greater London and Manchester areas, with additional activity nationwide.

While we continue to invest in marketing to medium-sized businesses, we are simplifying access for you to our relevant products and services.

Are you familiar with the various IBM resources available to you?

Read about all the ways we can help you sell IBM to your midmarket customers, in the little book enclosed. And please keep it handy for future reference.

Our resources will help you serve up the finest solutions available.

Elizabeth Grant
Channel Sales Leader, Mid-Market

For more information, or assistance, visit ibm.com/partnerworld/servemore
email emeagw@uk.ibm.com or call us on 01256 344500.

IBM express
advantage™

IBM, the IBM logo and Express Advantage are trademarks or registered trademarks of International Business Machines Corporation in the United States and/or other countries.
©2009 IBM Corporation. All rights reserved.



**Hi. Welcome to your guide to
IBM resources**

Find out about all the ways we can help
you develop your business and increase
your revenue.

Selling IBM to your midmarket customers is now even easier with Express Ac
... want effective solution

Menu

Knowledge to help you sell to the midmarket

PartnerWorld Industry Networks	5
Know Your IBM (KYI)	7
Education Vouchers	8

Delivering solutions to the midmarket

Express Advantage	10
Express Selector Plus	11
Built on Express	12

Marketing with us in the midmarket

Promotion Pack	14
Campaign Designer	15
Web Collage (formerly Web Syndication Tools)	16
CoFunded Marketing (CoMarketing)	17

More general help

How To Work With IBM (for Resellers)	19
IBM Business Partner Connections	20
PartnerWorld Contact Services (PWCS)	21

... even easier with Express

1. Express Advantage

Offer customised IBM solutions to your customers.

Find out everything you need to know about what IBM offers the midmarket in a comprehensive portfolio combining IBM technology, business solutions and financing options. You also have access to a dedicated Concierge customer support service. With Express Advantage you can offer your customers a powerful, end-to-end service.

Find out more about Express Advantage at ibm.com/expressadvantage/uk

Or call the PartnerWorld Contact Services team on **01256 344500**, or speak to your IBM Account Manager.

2. Express Selector Plus

Produce quotations of Express Seller System x products to send to your customers and your IBM Distributor.

All IBM Business Partners can take advantage of this useful, easy-to-use web facility. It lets you view detailed product specifications and prices; find and configure a system by family, usage or criteria; view available Distributor stock; and find the latest customer promotions.

To use Express Selector Plus you will need a unique user id and password. You can obtain these from your IBM Account Manager, or by registering online at express-selector.com

Find out more about Express Selector Plus at ibm.com/partnerworld/servemore

Ask PWCS about:

Marketing and Sales, including IBM Pricebooks, Business Partner Guides, PartnerPlan Announcements, Leasing Initiatives, Global Solutions Directory, Business Partner Application Showcase, PartnerWorld Industry Networks, and much more.

Our team aim to answer your questions right away, while you're on the line. However, we may have to route your request to specialised contacts or our technical support. In any case we'll do our best to ensure you aren't passed around departments.

Find out more about the IBM resources available to your business at ibm.com/partnerworld/servemore

Or contact the PartnerWorld Contact Services team on 01256 344500, email emeapw@uk.ibm.com, or speak to your IBM Account Manager.

Now that you know how to use IBM resources, turn overleaf to start taking more orders

... even easier with Expre



market customers is now even easier with Express Advanta

customers with very tough business problems want effective solutions.

at the blue without the