

IBM Software for Partners

ASL with CURSOR Software AG

Are you ISV?

Your company is a software manufacturer and components of your solution come from the IBM world?



Then you are an ISV!

All advantages of a special kind of distribution and licensing are available to you!

- **IBM** offers you a distribution model which is adjusted to partners and their applications: The application specific licensing (ASL).
- **ASL** is the special distribution of IBM Software for the use within your solution.
- **Partners** will profit in various ways:
As a partner, you receive favorable terms; you license the whole package and are the only contact person for your customers.
- **CURSOR** cares to bring you and IBM together. As distributor we are your contact person and the connecting component between you and IBM.

Read on to learn more about the advantages of ASL, how you can become ASL distribution partner and how we support you with our services as Full-Service Distributor.

www.cursor-distribution.de

CURSOR[®]
Software AG
Ihr IBM Distributionspartner

The ASL Model for ISVs

The central idea of the ASL model is to connect IBM software with the partner's solution to create a high-performing application for the customer.

As global market leader IBM offers high-quality technology.



Use IBM software - reduce your application's development time and use the outstanding capabilities of IBM software to bring your application to the top.

Profitable, with Secure Customer Retention

Your product is the centre of attention and will be completed optimally by the IBM solution components. You are licensor for the complete application. You can refer to the integrated IBM components, but you do not have to.

Improve the profitability of your solution. ASL offers not only suitable licensing, but also suitable conditions. For IBM, you are the key to the market. Your product is a multiplier in the distribution. Profit from this and optimize the margins that will be enabled by ASL conditions.

Conclude maintenance contracts for IBM software with us. Take over the support and update maintenance to increase your earnings further. Here you will profit not only in the first year, but in all years in which your customer purchases maintenance.

For IBM, your customer is and will remain anonymous. This way you can protect the partnership with your customer.

Our Services for You

Become an IBM ASL ISV with CURSOR

- Comprehensive guidance to and selection of IBM products against the background of your application
- Choosing and checking possible license and price models that are fitting your business model
- Checking cost aspects and alternatives
- Negotiating about customer-specific, separate licensing and pricing terms

Administration, Distribution, Marketing

- End customer-specific license and renewal management, reporting of installations and maintenance agreements for you
- Current information about price and product development, marketing, IBM Actions and events on a regular basis
- Help with the consulting for end customers
- Help with marketing campaigns



Installation, Administration, Support

- Consulting services regarding installation and configuration
- Recommendation and provision of updates, automatic information via mail
- Second-level-support for IBM products / 7x24 expansion, technical support, analysis, monitoring, migration, high availability
- Training for developers and administrators

Full Service Distribution

Do not only expect very good conditions
– these are also offered elsewhere -
our service makes the difference!

Specialized in IBM Database and Business Analytics software, we respond to all aspects - the product in its full scope, its environment, your solution.



We actively care about the dialogue with our partners, customers and IBM - in all areas!

Active Support and Cooperation

Our mission is to support you actively. The successful expansion of your market with the ASL distribution model, the cooperation in technology and distribution and increasing your presence by means of marketing and social media - these are our concerns!

By checking your requirements against the terms of IBM, we make sure that you and your customers are licensed correctly - and remain licensed correctly.

We offer technical support on the highest level with the possibility to add an additional expansion for extraordinary scenarios.

To sum it up, this is how we define full-service distribution!

Test us and test our services on our website!

Besides personal contact, our website is the most important medium for the communication with our customers.

Unconventional know-how-transfer in all fields is an important concern to us.



Use Our Worldwide Unique Configuration and Research Tools!

It is our mission to make sure that you can find all relevant information straight to the point.

Purchasing, Sales, Licensing

- Calculators: Configuration, license-, cost comparison
- Licensing terms, announcements, price lists
- IBM White Papers, marketing-, information material
- Subscription to the Distribution Newsletter

Administration, Technology, Documentation

- Technical datasheets and documentation
- Information about updates and the lifecycle
- Subscription to update and release information mails
- Unique Bugfix-Research for DB2 and Informix

Community

- IBM Newsletter with extended research tools
- Recent dates and events of the IBM product and customer environment
- CURSOR Distribution Online Community

Contact us!



**Talk to us if the IBM ASL Model has caught your attention!
We are looking forward to hearing from you!**

Your contact person:

Erik Stahlhut
Head of IBM Distribution
Phone: +49 641/ 400 00 – 300
Erik.Stahlhut@cursor.de

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CURSOR Software AG at a Glance

The CURSOR IBM Distribution is an independent business division of CURSOR Software AG with more than 25 years of IBM experience in the fields of project development, software solutions and support.

Foundation: 1987, 1990 GmbH, since 1999 AG

Managing Board:

Thomas Rühl (Chairman), Jürgen Topp

Located in: Giessen, Germany

Employees: >80

CURSOR Software AG
Friedrich-List-Straße 31
35398 Giessen, Germany



Phone: +49 641/ 400 00 -0
www.cursor-distribution.de

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