

Your solution. Your customer. Your profit.

Software with built-in confidence: IBM Application-Specific Licensing

A large, stylized graphic of the letters 'IBM' in a bold, sans-serif font. The letters are composed of various shades of blue and dark blue, with some sections being white, creating a layered, 3D effect. The 'I' is dark blue, the first 'B' is light blue, the second 'B' is dark blue, the 'M' is light blue, and the final 'M' is dark blue.

The world continues to get “smaller” and “flatter.” But something else is happening that holds fresh potential: The planet is becoming smarter — more instrumented, more interconnected and more intelligent.

The technology is here. Your customers are ready. The time is now.

Delivering a total solution to the companies that count on you to help them thrive makes good business sense for you and for your customers. By bundling IBM® software into your solution, you provide your customers with all the software necessary to deploy, run and manage your application. IBM Application-Specific Licensing (ASL) provides you the vehicle to deliver your solution bundled with IBM software under one contract, to anywhere in the world at a fixed price, and supported end-to-end by your organization.

Why use IBM Application-Specific Licensing?

It's not just about the discount! There are many benefits for IBM Business Partners who choose to purchase IBM software under the application-specific license agreement:

- Speed up your time to market and reduce your development costs. Use the features and functions of IBM middleware when building your solution.
- Improve your profitability. Purchase the IBM software identified in the agreement at a fixed price over the life of the contract and ship that software, bundled with your solution, anywhere in the world.
- Accelerate your sales cycle. You deliver IBM software, bundled with your solution under one simplified contract, eliminating the need to present multiple contracts to your customers.
- Strengthen account control. You are the single point-of-contact to your customers from pre-sale activity to post-sales technical support.
- Reduce installation and support costs for your customers. You can continually enhance your solution to operate on the most current release levels of IBM software with IBM software upgrade protection. In addition, when your customers renew their license of your solution, they also renew the purchase of the IBM software, providing more profit for you each year.



“VDEL Group has worked with IBM for 15 years to offer our customers in Eastern Europe, Russia and CIS high-quality solutions based on best-of-breed IBM middleware. We chose the IBM ASL model to bundle the Lotus® software that powers our solutions, such as OpenReferent, so that we could offer our customers a complete, integrated offering. The IBM ASL business partnership provides us great flexibility and allows us to deliver our solution on IBM software, under one contract, to our customers anywhere in the world—making it easier for us to sell and the customer to buy. The bottom line is that only IBM ASL business partnership gives us an opportunity to offer truly Microsoft®-free solutions and deliver superior value in a highly competitive marketplace.”

Milan Prohaska
Executive Director
VDEL Group

Why IBM software?

- **IBM software is fueled by expertise.** Whether it is business, hardware and technology, industry, systems and more, IBM has the unmatched experience and knowledge to understand your needs and help you achieve real results.
- **IBM software is built for change.** It's open. Easily integrated and flexible. It works with what you have today and is ready for tomorrow.
- **IBM software is ready for work.** It's industrial strength and scales to meet your needs. Proven so in countless applications around the globe. IBM software, backed by services and support, can help you solve your greatest challenges and create new opportunities.

IBM software helps clients build the capabilities to transform their industries and, ultimately, the world. What's your vision for your organization? Your industry? Your world? Getting the right software will be important. Because on a Smarter Planet, software matters.



“Jenzabar customers expect our enterprise applications to run on best-of-breed middleware, and they don't want to have to worry about signing multiple contracts in order to get that best solution. We chose to become an IBM ASL partner because ASL allows us to deliver our solution on IBM software, under one contract, to our client institutions of higher education anywhere in the world—making the entire process simpler and more efficient for our customers.”

Robert A. Maginn, Jr.
Chairman and Chief Executive Officer
Jenzabar, Inc.

What will be in your solution?

As an ASL partner, you can bundle your solution with proven industry-leading IBM products that are based on open standards. The IBM software portfolio focuses on delivering solutions that meet your unique business needs now and into the future.

Business Analytics: IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management, and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Information Management software

Information on demand: Optimize enterprise performance by unlocking the business value of information. Software categories include data management; enterprise content management; and information integration and master data management.

Lotus® software

IBM Lotus: Empowering people to share their passion and expertise, foster collaboration and innovation, improve business efficiency, decision-making and responsiveness. Software categories include e-mail, messaging, portal and social software.

Rational software

IBM Rational®: Software lifecycle management to better govern the business process of software and systems delivery, enabling innovation at lower cost. Categories include architecture management, process management and portfolio management.

Tivoli software

IBM Tivoli®: Service management to enable innovation by reducing operational labor, improving asset productivity and quality of service.

WebSphere software

IBM WebSphere®: Business agility and transaction processing capabilities to develop and rapidly deploy innovative business models quickly and easily. Software categories include application servers, connectivity, business process management and e-commerce.



IBM PARTNERWORLD

A broad range of IBM PartnerWorld® assets can help you find new customers, improve your solutions, network with other partners and close more sales. These resources include technical expertise to help with building and testing your solution, marketing know-how to help to refine your strategy and reach out to clients and prospects, and sales tools to help to increase the size of your sales pipeline and close deals quicker and more profitably.

Highlights

- Helps you enhance your solutions and cut your development costs with training and technical support
- Assists with identifying new opportunities and reducing time to market
- Enables you to market and sell more effectively

Getting started with IBM Application-Specific Licensing

If you would like to learn more about application-specific licensing from IBM, contact your IBM account manager, your ASL authorized distributor or visit the IBM software ASL Web site at:

ibm.com/partnerworld/asl-oem

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