



VALUE MATRIX

The NEXTGEN Group supports you to easily build your IBM offering with innovative tools and services that help drive a profitable and sustainable IBM practice. Assist your customers to achieve digital transformation on the world's leading hyperscale platform*. We create a better foundation for you to establish robust IBM capabilities with unique, packaged tool

sets across billing, demand generation, cloud economics, automation, provisioning, and more. Benefit from our partner-friendly, turnkey solution which reduces complexity while safely and securely growing your IBM business.

IBM Partner Network Tier	New to	Registered Tier	Silver Tier	Gold Tier	Premier Tier
<p>Your IBM practice is underpinned by NEXTGEN's powerful integrated channel services: Manage your business growth the right way with our integrated channel services to accelerate your business. Our services helps with demand and lead generation, digital marketing, proof of value and cost optimisation services, freeing you up to focus on what you do best.</p>	●	●	●	●	●
<p>Onboarding & Value Seller Enablement: Your how to guide and fastrack to commercial benefits. As experts in IBM technologies, NEXTGEN helps you unlock the right opportunities, we take care of the heavy lifting so you can continue to focus on your core business. NEXTGEN's partner focused education enables partners to take advantage of IBM's value-seller program, including deal registration, certifications (badges and proficiencies) and quotation self-service (ePricer).</p>	●				
<p>IBM Partner Readiness Assessment: NEXTGEN will guide you through a checklist to gauge your level of readiness for a smooth transition to providing IBM capabilities. We will work with you to mature your business readiness to adopt and deploy IBM technologies that compliment your current capabilities and customer needs, including helping you to develop a roadmap of solution adoption.</p>	●	●	●	●	●
<p>Certification readiness program: As your IBM authorised VAD we will help boost and grow your pre-sales team capabilities, getting them skilled up and prepared to pass their IBM proficiencies and badges unlocking additional margin and benefits to your IBM partnership.</p>	●	●	●	●	
<p>Digital Marketing, Go-To-Market and Value Proposition messaging workshop: Let the NEXTGEN Group help shape and define your GTM and unique value proposition so you can fine tune and differentiate your business positioning.</p>	●	●	●	●	
<p>Channel Programs: Leverage NEXTGEN's Channel Thought leadership Program, <u>OVERWATCH</u>, Incentive Program, <u>INCENTA</u> as well as our through Partner Marketing Service, <u>CONCIERGE</u> to identify, convert and be rewarded for your IBM opportunities.</p>	●	●	●	●	●
<p>Technical Centre of Excellence: NEXTGEN hosts a centre of excellence which provides partners with an independent sandbox for innovation. Here you can demonstrate Cloud and our other cross-vendor solutions to your customers in a collaborative and safe environment.</p>		●	●	●	●
<p>IBM Advisory Services: Optima is NEXTGEN Group's software and cloud advisory practice. Optima offers advice to customers on how to manage complex digital investments such as licensing, cloud economics and migration readiness assessments. Optima provides a range of IBM advisory services for on-prem workloads as well as deep dive assessments on moving those workloads to cloud. Optima has access to a range of funding programs which allows us to subsidise our services. All of Optima's services can be white-labelled via a partner if required. Please note there is a fee for service.</p>		●	●	●	●
<p>Optima value added services for Partners: Some of Optima's services are available to Gold and Platinum Partners at no-cost (Subject to qualification criteria & approval from management). These services include: IBM License Audits, IBM to AWS Migration Readiness Assessments and FinOps maturity assessments.</p>				●	●
<p>Increase your sales traction: Enhance your ability to connect, sell, and add value with the NEXTGEN Group's unique oSpace offering. We help you leverage data-driven sales intelligence to identify and target customers, influence them on their buying journeys, and deliver effective sales execution to drive increased pipeline and revenue. Please note there is a fee for service.</p>		●	●	●	●
<p>Always On End User lead generation: The NEXTGEN Group offers tailored digital marketing programs to help you build a healthy pipeline and drive end-user customer demand for your solutions and services. We have always-on lead generation across IBM Power, Storage, Data & Automation, Security, Cloud and Sustainability portfolios.</p>				●	●

Registered Tier

- How do we transform and grow our IBM practice and win new business?
- How can we make sure our IBM practice is profitable?
- How can we develop our IBM skills further and get access to the right IBM commercial and technical programs?

Silver Tier

- How do we ensure we are building a sustainable, profitable IBM practice?
- How do we build a practice that capitalises on public cloud growth trends?
- How can we develop our IBM skills further and get access to IBM commercial and technical programs?
- How do we win new IBM customers?

Gold Tier

- How do we manage and grow our IBM practice?
- How do we elevate our brand, people, and business to become market leaders in the IBM partner ecosystem?
- How do we provide exceptional customer engagements even with skills gaps in the industry?

Premier Tier

- How do we accelerate and scale our IBM practice?
- How should we retain our leadership in the IBM space?
- How can we continue to capitalise on IBM partnerships and opportunities?
- How do we evolve and take our IBM business global?

DISRUPTIVE INNOVATION



Specialists in enterprise software and cloud, the NEXTGEN Group creates new pathways of value for vendors, channel partners, investors, and end-customers. Through a smarter, next-generation business model, we add value across each step of the solution lifecycle through a range of complementary business services.

DISTRIBUTION SERVICES



NEXTGEN gears up to help you with a custom cloud operations platform, upskilling your credentials, assisting you to resell IBM services for recurring margin, and managing your customer billing with one clean & easy monthly invoice.

TURN INSIGHT INTO ACTION



data-driven team of analytics experts and seasoned sales professionals fires up to drive demand and generate leads for your IBM practice.

MARKETING SERVICES



in-house creative digital agency team to help you fine tune your value proposition, create content, and develop cut-through branding and marketing campaigns.

CONSULTING SERVICES



IBM-approved, independent software and cloud advisory experts on hand and ready to help accelerate workload migration to IBM for your customer with ease and at scale.

PAYMENT SOLUTIONS



Flexible risk-free payment solutions that provide 100% financing on hardware, software, licensing and cloud services tailored for the cloud economy.

CLOUD PLATFORM



Globally scalable 'Order2Cash' platform with unique IP automating the consumption and billing of cloud managed services and platform operations for Cloud Providers, MSPs and ISVs.

COLLABORATIVE CYBERSEC



Provides the ability to emulate customer environments in order to showcase multiple vendor integrations to create seamless security fabrics, from discovery to POC in a single session, in real time.

TECH CENTRE OF EXCELLENCE



Hub of sales and technical enablement for Partners. It accelerates customer innovation and channel enablement through complimentary, rapid access to assets, resources, and cloud environments.