

SaaS Assist 4 Pillars of Support

Commercial

Technology

Service Delivery

Sales

The SaaS Assist programme is all about helping ISVs sell SaaS.

When an ISV partners with IBM, we are committed to helping you successfully launch and sell your solution. That commitment covers many areas, from product development to marketing.



Practical ways IBM can help

The SaaS Assist programme is designed to help you generate sales in a number of ways:



Marketing

Spend time with a SaaS Assist Marketing Specialist to help you to determine the best kind of strategy for marketing your SaaS offering, including how to take full advantage of digital marketing and of IBM's resources.

For SaaS solutions running on an IBM Infrastructure or Cloud Platforms, we can jointly fund marketing activity with you to launch your SaaS solution and to generate leads for it.



Training

SaaS Assist can make on-line training available to your Sales and Marketing teams on topics including Digital Content Marketing, Direct Marketing Association Courses and Social Media Marketing.



Professional demonstration

Located at the IBM Client Centre in Hursley, the IBM Business Partner Solution Hub provides the perfect environment in which ISVs can demonstrate their solutions to other partners or customers.

There are dedicated Labs for:

- Internet of Things
- Cognitive
- Energy and Utilities
- Government/Healthcare
- Integrated Operations Centre (Safer Planet) Lab



Development

Strategically located throughout the world, IBM Innovation Centres provide technical expertise, high specification systems, world-class facilities and educational opportunities to help IBM Business Partners learn, build, market and close deals with clients.



Why IBM?

IBM is the perfect partner to help you on your journey from on-premise to the cloud, no matter what stage of that journey you are on, because:



We're engaged in SaaS ourselves.



We understand the technology and the software involved.



We have a multitude of offerings to help ISVs make the most of their SaaS solutions.



We provide ISVs with access to resources that can support the successful transition to SaaS.



If you have any questions about any aspect of SaaS, or SaaS Assist, please call: **020 3318 0057.**