

Tango/04 Partner Program

Partnering with Tango/04 - Advantages and Benefits



àlignia

embedded knowledge.
embedded how-to.
immediate results.

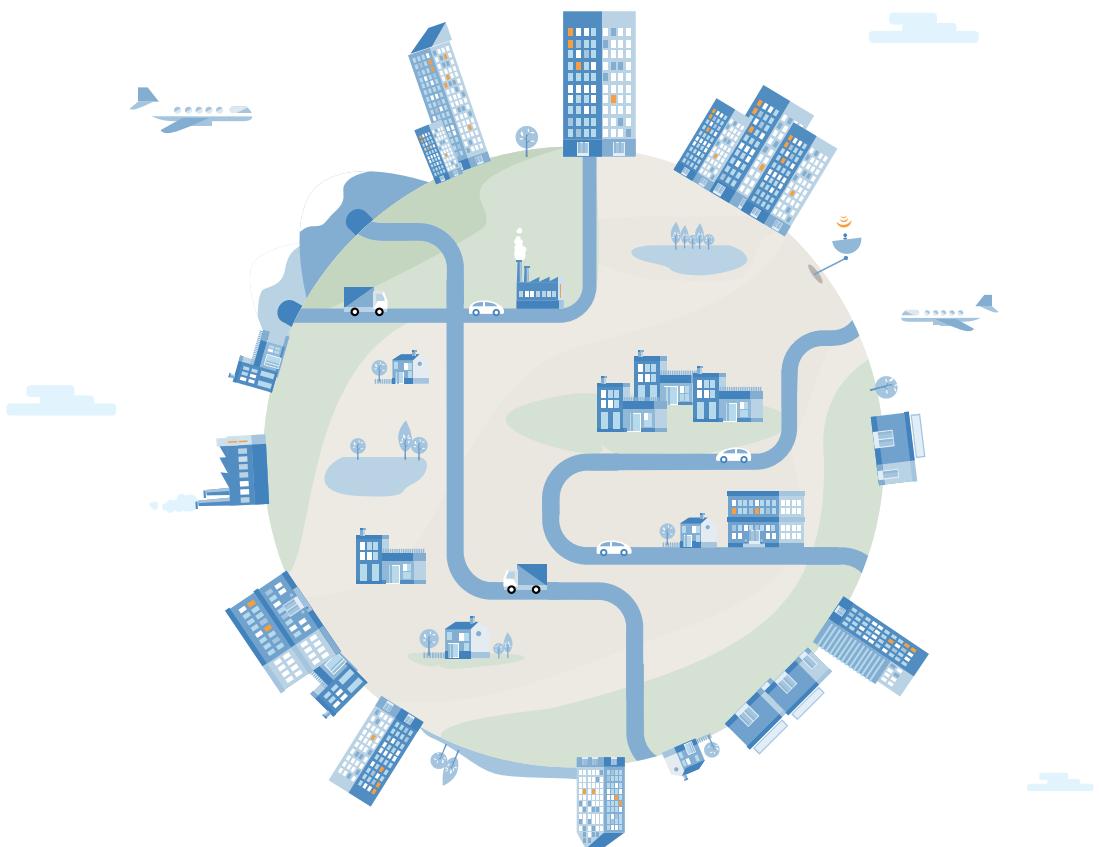


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Overview of the Tango/04 Offer

For more than 20 years Tango/04 has been delivering monitoring projects all around the world, in order to help IT departments manage their IT infrastructure, with a higher and more explicit connection to the Business.

The landscape

The most important goal for IT is to ensure that the critical business of a company runs fine. In order to do so it is not enough to monitor how the infrastructure works.

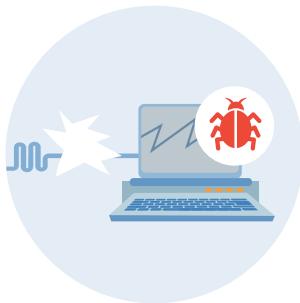
At the end of the day what really counts is that Business runs, no matter what. Therefore monitoring has to consider the point of view of the business user as well, by looking at his user experience and checking business activity in real time. If something is wrong here, no matter what the infrastructure monitoring tells you, the business users are affected and they will complain.

The solution: Best of Breed or Unique Monitoring Tool?

Based on these needs, many companies decide to undertake enormous projects in order to improve the quality of IT services, using ITIL or other best practice frameworks as a basis. Sometimes they decide to adopt one of the giant all-purpose frameworks, while others go for a best-of-breed approach, integrating any type of monitoring tools for infrastructure monitoring: APM, BSM, BAM...

However such projects are normally approached with an IT-centric focus, dedicating lots of time to technical metrics, and thus they last months or even years without producing tangible results for the Business.

In this context Tango/04 has decided to change the rules and proposes a pragmatic top-down approach in order to ensure that REAL value for IT AND Business can be delivered in a few weeks:



Identify
the critical business services
and processes



Analyze
them together with the
customer



Deliver
a business-oriented monitoring
solution in a very short time
(within a month in most cases)

The Tango/04 Approach

Embedded Knowledge
+
Embedded How-to
=
Immediate Results



To make this real, we have created a new product called Alignia, based on three main pillars:

Embedded Knowledge: from the experience acquired from hundreds of BSM and BAM projects implemented all around the world, we have identified the key needs that an IT manager has when he wants to know if IT is supporting the Business of its company satisfactorily. In this way CIOs can rely on the best practices from world class companies, which are embedded in Alignia.

Embedded How-to: Alignia not only embeds what should be monitored but also how to do it, i.e. a methodology. We use a top-down path for monitoring the principal areas of every company, dividing their business services and processes into their key elements, such as consumers, channels, functions and external services and providing standard dashboards. In this way CIOs do not have to invent their own monitoring methodology but can adopt a standard proven one and adapt it to their needs.

Immediate Results: the sum of Embedded Knowledge plus our Embedded How-to brings Immediate Results. Indeed by embedding what to monitor, and the monitoring methodology directly in the product, we can be sure to achieve two important goals: 1) delivering the project in a short time (a few weeks in most cases) 2) making sure that the project will be aligned to Business, as it is embedded in the product, meaning IT doesn't get their 10th IT infrastructure monitoring tool.

Tango/04 Offer: Alignia

Tango/04's new offer is structured into four modules:



Alignia for Online Business Services is a standard way of monitoring any type of Business Service that is online, meaning that there are real users using such services, and any problems can lead to the services being unavailable, which of course creates dissatisfied users. The more critical these services are for the company the more useful this module will be for them. For instance, unavailability in an online shop, internet banking, or insurance quotations will lose the company money.



A Business Process is a set of activities that produce an outcome for the Business. The business processes we can monitor are supported by technology, being executed on systems and by applications. They are usually executed in an unattended manner, with or without user participation.

A Business Process normally has different steps supported by multiple technologies and applications, and each one of them has to start, end, and produce an output. When monitoring Business Processes, we monitor all phases of a complete process to see if they start on time, last as long as expected, end on time and produce expected results. An example of such processes would be night batch processes that need to complete correctly before the business opens in the morning, or processes that continuously receive inputs and have to produce outputs.



All Business Services and Processes rely on IT servers, applications, network devices etc. Alignia for Business Applications is the module that allows a customer to monitor such components (directly or by integrating with third-party solutions) and model them according to the critical Business Applications that our customer is using.

As a consequence, Alignia for Business Applications is the foundation needed for Alignia for Online Business Services and Alignia for Business Processes to integrate information from the supporting IT components and applications.



Business is also affected by security threats and a lot of regulations. Nowadays more and more systems and applications have to comply with several compliance regulations or best practices from certification authorities or governments such as PCI, SOX, Cobit, ISO, etc. The compliance or non-compliance of systems and applications with these regulations also has effects on Business Services. A Business Service might be available from the IT point of view but could have security issues. The new Alignia for Business Security module allows companies to establish this relationship between the security compliance and the Business Services and Processes, as well as providing an innovative tool for managing Information Security department projects.

Why you should distribute **Tango/04 Alignia**

All midsize to large companies today have complicated and heterogeneous IT infrastructures, with different platforms and applications. At the same time Business is more and more relying on IT and IT is more and more present in each and every aspect of the Business. But in most situations Business and IT still work as separated silos, with the CIO caught in the middle, struggling to provide relevant information on the availability of Business while dealing with IT people exclusively focused on the availability of the single IT components (servers, applications, etc.).

In this scenario Alignia provides a unique response to such needs, with embedded knowledge and how-to that can deliver just what the CIOs need and in a very short time.

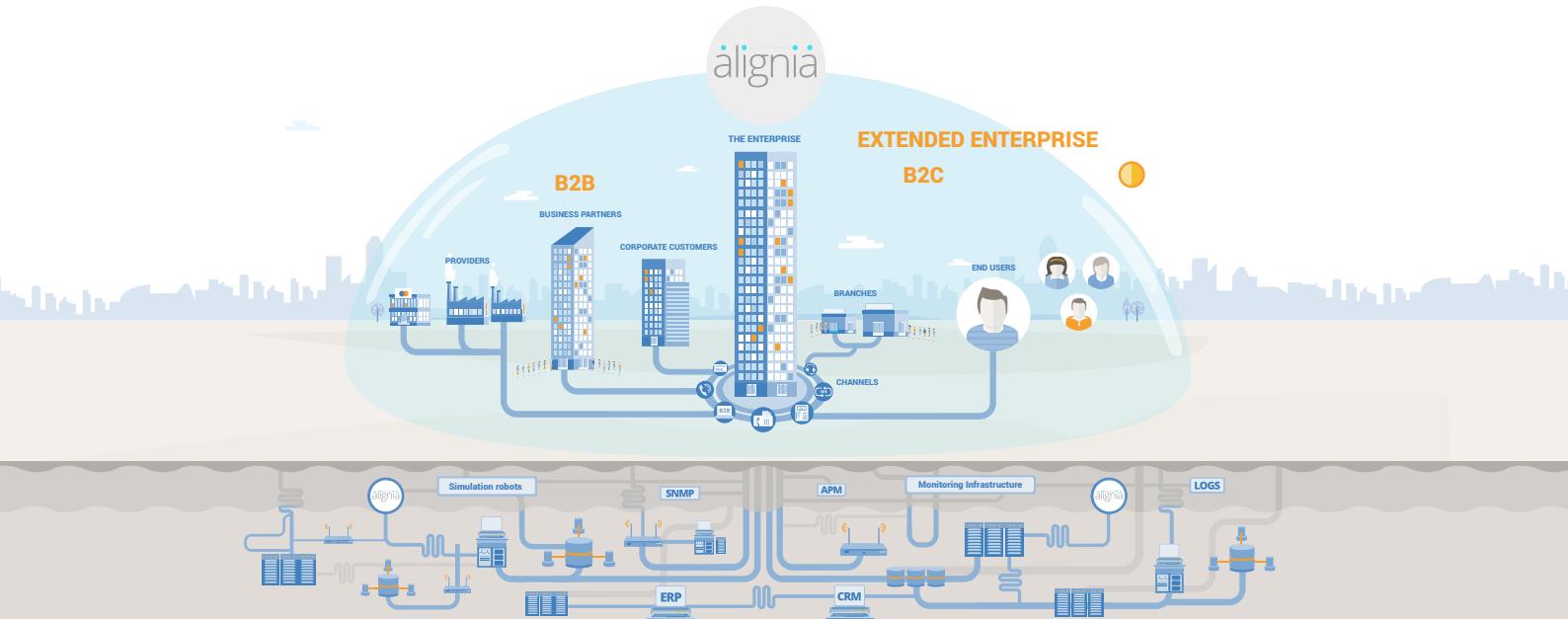
A Business Partner can propose Alignia as a complement to existing monitoring tools and thus generate revenue from existing customers as well. Also with embedded best practices, Alignia is quicker and easier to sell, thus generating quick wins and repeated sales.

Who should take a look at Alignia?

The following companies should consider adding Alignia to their offer.

- **Business Consultancy** companies already offering business process optimization services, might offer Alignia to provide a new layer of visibility to their customers;
- **Highly verticalized VARs or consultants**, might customize Alignia for their industry and offer it as a complement to their portfolio;
- **System Integrators** might add Alignia to their offer to generate new sales with existing customers and differentiate from other System Integrators;
- **Monitoring Tools** distributors might add Alignia to their offer providing a new layer, more oriented to Business people, which can be integrated with their current offer;
- **APM Tools** distributors might add Alignia to their offer, in order to extend the reach of their current User Experience monitoring projects, adding monitoring of IT Services (BSM) and Business KPIs for their customers;
- **ISVs** willing to add a Business-oriented monitoring solution to their product;
- **MSPs** willing to differentiate in this highly commoditized market or generate upselling within their customer base.

If your business fits any of the above, you should definitely take a look at Alignia!



Benefits for Partners

There are many advantages when distributing Alignia:

We offer an approach that enhances the current monitoring tools and integrates with them allowing you to add further value to your offer and **differentiating** you from your competition.



Licensing based on Business and not IT (Business Applications, Online Services, Business Processes); allowing repeated sales as long as the Business grows or the project extends within the customer (land and expand).



Possibility to cooperate in **marketing**.



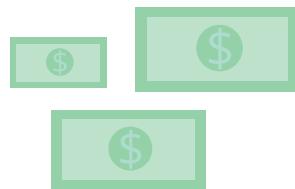
An extensive range of **tools for partners**: eLearning portal, BP Portal, demo environment in the cloud, flexible and easy to work with company.



Standard dashboards and modeling practices to **speed up** implementation and reduce learning curve.



Consultancy revenue for business service or process analysis and for implementation. Thanks to Alignia pay per-use-concept, it is possible to sell many small projects instead of one big gigantic project, which is more and more often difficult to justify nowadays.



Excellent **margins** and incentives.



Alignia Marketplace

Alignia is a solution designed to help companies align IT and Business. As such it is especially needed by mid to large size companies with highly critical Business Services and Processes.



Industry

Any industry is suitable for a solution such as Alignia, though it is easier to sell it to companies where the unavailability of critical services or a delay in a process is more costly. Such companies will probably have other monitoring tools in place, but in most cases they will be IT centric, so Alignia will definitely be interesting for them.

Such companies normally are in the following sectors:

- FIB, banking, insurance, consumer loans, credit card processing, clearing houses, central banks.
- SCM, logistic companies, manufacturing with critical deadlines to meet (i.e. fashion), warehouses, large retail chains.



Buyer

As Alignia helps to align IT with Business, it can be sold both within IT and Business areas.

- **In IT:** IT Management (CIO, CTO, IT Manager), Service Delivery Manager, SLA Manager, Quality in IT, sometimes Application Owners.
- **In Business:** COO, Marketing, Sales (even if the buyer is in IT, Business can (and should) be a key sponsor).



Size

Alignia is useful in environments where the IT infrastructure is complicated and difficult to manage either for the volume or heterogeneity. Therefore we normally address midsize to large companies.

Partnering with Tango/04

We have established different partner tiers with different levels of benefits and requirements, in order to allow different types of cooperation.

Partner Tiers

The available Partner types are as follows:

Premium Business Partner	Company willing to distribute Tango/04 products and to be autonomous in all phases of the sales cycle, responsible for generating and qualifying leads, performing presales activities, implementing the projects and providing first level support. This level ensures the highest margins and requires several technical and sales certifications.
Marketing Business Partner	Company willing to distribute Tango/04 products but not entirely autonomous in all phases of the sales cycle, especially for what concerns presales and implementation. This partner will generate leads and follow them from the sales perspective and will need Tango/04 help for sales, presales and implementation. This partnership will still have a high margin, although lower than Premium Business Partners, and it does not require any technical certifications.
Implementation Business Partner	Company skilled exclusively in the implementation of Tango/04 solution. This partner does not perform any marketing or sales activities and implements projects sold by Tango/04 or other partners. For this reason this is not an eligible option for any territory.
OEM Business Partner	Company already offering its own product or services and willing to integrate Tango/04 solutions within their offer as OEM (with or without Private Labeling). This partner will not actively market Tango/04 solutions individually, though they will be offered together with one of their products or services. As such, this partner needs to be autonomous in all phases of the sales cycle, being able to autonomously perform presales and implementations.
MSP Business Partner	Company willing to use Tango/04 to provide managed services to their customers, normally working with a SaaS model.

To go into more detail regarding the different types, let's see how they differentiate.

Description/Partner Type	Premium/OEM	Marketing	Implementation	MSP
Base Discount on Licenses <i>(base discount, incentives are possible based on sales)</i>	35%	15%	None	Special MSP rental model
Access to University/04 <i>(possibility to access the eLearning portal)</i>	Yes, discounted	Sales only	Technical only	Yes
Sales Certification	Mandatory	Mandatory	Not needed	Mandatory
Presales Certification	Mandatory	Not needed	Not needed	Mandatory
Implementation Certification	Mandatory	Not needed	Mandatory	Mandatory
Possibility to certify as trainer	Yes	No	Yes	No
Margin on maintenance renewals	Yes	No	No	n/a
Provides first level support to their customers	Yes	No	No	Yes
Yearly fee <i>(includes discount for training, demo versions and advanced assistance credits)</i>	3,500€	None	None	None

Tools available to **Business Partners**

In order to help our partners do their job in the best way, we have made several tools available from training to a demo environment.

University/04

University/04 is an eLearning portal containing several self-learning courses for all Alignia modules. Courses are divided into three key areas:

- **Positioning Alignia** - these courses are reserved for Tango/04 Business Partners to train their sales people. They explain how to position Alignia, present it with standard presentations with a script, differentiate it from competition and write proposals.
- **Demonstrating Alignia** - these courses are reserved for Tango/04 Business Partners to train their presales consultants. They explain how to demonstrate Alignia with sample demos, perform Business Cases and pilot installations, respond to the most common customer questions, etc.
- **Implementing Alignia** - these courses are for both partners and customers and they explain Alignia from a technical point of view: installation, configuration, practical examples of daily usage, etc. Some partner tiers have a big discount on these courses.

Demo Environment in the Cloud

All Tango/04 Partners can use the standard demo environment set up and maintained by Tango/04 so that they can perform demos for their prospects anytime anywhere. This demo environment contains practical examples in different industries and instructions on how to use it. A fee for the cloud usage is due directly to the cloud provider Softlayer, an IBM company.

BP Portal

We have a portal exclusively reserved for partners where they will be able to:

- Browse all technical and marketing documentation
- Register sales leads
- Generate temporary activation codes for prospects
- Open support tickets
- Request remote advanced professional services
- Download all Alignia modules and hotfixes

Internal usage licenses

All Tango/04 partners will have rights to one license of Alignia for internal use (test, demos, pilots, etc.). Such licenses cannot be used to provide services to customers.

Partner Enablement

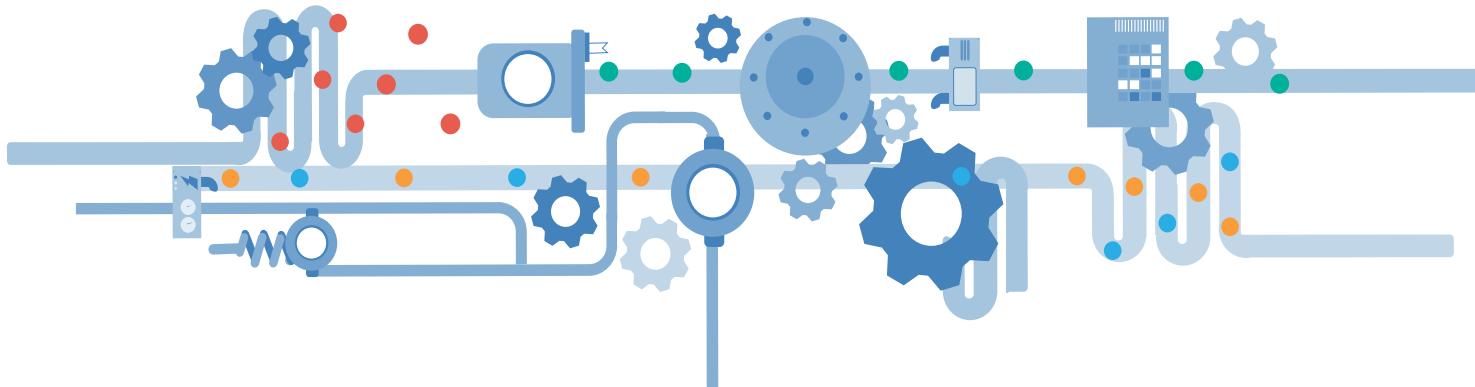
All Tango/04 partners are supported by a specific area in Tango/04 exclusively dedicated to them. Tango/04 has been working with partners for more than 15 years and is dedicated to maximizing the mutual business.

Next Steps

Whatever type of partnership you choose, we have a formal process to undertake in order to start our cooperation and make sure that we can represent real business to each other.

These are the normal activities required to start cooperation:

Activity	Remarks
NDA Signature	First step where both companies sign a non-disclosure agreement to protect confidentiality
Preliminary discussions and revision of the Partner Program	This step may include talks, presentations, demos etc.
Decision of the Partner tier	The future partner decides which type of partner tier is more adequate to its company
Building of the Business Case	We will build together a preliminary Business Case to see if our cooperation can be profitable for both companies
Tango/04 formal approval	We take partnerships very seriously to ensure the partner wins too growing the Business as a result of partnering with us. Therefore all potential partners are evaluated by an internal committee. We want to invest heavily in all our partners and therefore we are very careful in partnership decisions
Business Plan	We will develop a three year Business Plan in order to discuss the possible marketing and sales strategies
Business Partner Agreement signature	Signature of the proper distribution agreement
Certifications to be undertaken by partner	Partner training through our eLearning Portal University/04 and practical courses
Start of the cooperation	



About Tango/04 Computing Group

Tango/04 Computing Group is one of the leading developers of systems management and automation software. Tango/04 software helps companies maintain the operating health of all their business processes, improve service levels, increase productivity, and reduce costs through intelligent management of their IT infrastructure.

Founded in 1991 in Barcelona, Spain, Tango/04 is an IBM Business Partner and a key member of IBM's Autonomic Computing initiative. Tango/04 has more than a thousand customers who are served by over 35 authorized Business Partners around the world.

Alliances



Partnerships

- IBM Business Partner
- IBM Autonomic Computing Business Partner
- IBM PartnerWorld for Developers Advanced Membership
- IBM ISV Advantage Agreement
- IBM Early code release
- IBM Direct Technical Liaison
- Microsoft Developer Network
- Microsoft Early Code Release

Awards



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