

Naming Conventions for IBM Business Partners

Introduction

A major goal of PartnerWorld is to create a program based on a common, global design that streamlines and simplifies your interaction with IBM. These naming conventions are intended to support this goal through a clear and consistent structure that applies globally. They supersede all previous naming guidelines.

Who are IBM Business Partners?

Only those who have accepted the IBM PartnerWorld Agreement or who have signed the IBM Business Partner Agreement (i.e., the agreement that authorizes them to market or influence the sale of IBM products or services) may refer to themselves as **IBM Business Partners**.

PartnerWorld Agreement names

Under PartnerWorld, the naming convention is very simple.

IBM (Level) Business Partner

Examples

- IBM Platinum Business Partner
- IBM Gold Business Partner
- IBM Silver Business Partner
- IBM Registered Business Partner

Business Partner Agreement names

Business Partners who have signed the IBM Business Partner Agreement (BPA) may use the name indicated on the profile as an alternative to the IBM PartnerWorld Agreement names shown above. Sample relationship type names are: Distributor, Systems Integrator, Managed Service Provider (MSP), Independent Software Vendor (ISV), and Value Added Reseller/Solution Provider. These names take this form:

IBM (Level) Business Partner -- (Relationship Type)

Example

- IBM Gold Business Partner -- Managed Service Provider

Also, those Business Partners who sign the IBM Business Partner Agreement -- International Profile may use the International designator in the name. This name appears on the profile.

For example:

IBM International Business Partner -- Independent Software Vendor

Note that the International designator may not be used in combination with the membership level terms such as Gold.

The Business Partner name in communications

The Business Partner name may be used only within the text copy of your communication. For example, the name may be used in body copy for proposals, advertisements and Web pages, or on business cards or other textual applications. Use in Web page banners, domain/URL names, letterheads, advertising headlines, and other such applications is **not** permitted.

You may use the Business Partner name only in the text copy of communications that address activities you perform as an IBM Business Partner: marketing, selling, fulfilling IBM products and services or influencing the sale of such. If your communication does not refer to these IBM-related activities or to your role as an IBM Business Partner, it may not include mention of the Business Partner name.

Also, the Business Partner name may not be used in a prospectus, or in an IPO solicitation, or to convey the impression of joint ownership, sponsorship, or a legal partnership affiliation with IBM.

Use of the full name in communications

The full name need be used only the first time in each written communication. For subsequent appearances, a shorter reference may be used. For example, instead of IBM Silver Business Partner, you may use Silver Business Partner, or simply, Business Partner. The term "Business Partner" should always be part of the reference and the "B" and "P" must be capitalized.

The Business Partner name should not be stylized nor developed into a logo or mark. There is an IBM [Business Partner mark](#) for eligible Business Partners.

Guidelines for use on the Web

Business Partners may use their Business Partner names in text copy on Web sites in accordance with these guidelines. Business Partner names may not be used in page banners or as part of a domain/URL name. In addition, Business Partners may not send unsolicited mailings over the Internet in which the name "IBM Business Partner" or the IBM Business Partner relationship or the IBM Business Partner mark is referenced or used.