



IBM 2010 Tivoli Business Partner Award Nomination Form

Business Partner Innovation Award

IBM Business Partners worldwide are eligible for the
IBM 2010 Tivoli Business Partner Innovation Award
which will be presented at the Tivoli Business Partner Summit at [Pulse 2010](#).

Nominations are open through January 8, 2010. Qualify to win by nominating your solution today.

- Nominations must be submitted by 11:59pm eastern standard time January 8, 2010.
 - Simply fill out this nomination form

Submit the form via email to: BPevent@us.ibm.com

- Nominations must showcase the successful integration of their solution with at least one IBM Tivoli product.
- The solution must have been deployed in the 2008 or 2009 calendar years.
- Entries will be judged on thoroughness and completeness.
- Entries will be judged on how each solution benefits the customer or ultimate end user.
- Entries will be considered based upon innovation, uniqueness, repeatability and the inclusion of current IBM products and program offerings. IBM program offerings may include education, number of certifications, co-marketing, campaigns, lead generation etc.
- Nominations must include at least one customer reference. Nominations with more than one customer reference will be considered more favorably than nominations with only one customer reference.
- Completed entries must include a detailed paragraph description of the winning product or solution, full rights for IBM and Press to use, publish, and/or disclose these submissions in any way it sees fit, including allowing others to do any or all of the foregoing.
- Nominations must demonstrate excellence in delivering impressive business value solutions to customers based on integrations with Tivoli software.
- Partners may not submit the same solution in multiple award categories. Meaning Partners may not submit the same solution for both the Business Partner Innovation Award & Business Partner Service Management Solution award, however, the same solution may be submitted for both the Innovation Award and Pulse 2010 Best of Show Award.
- Partners may not submit the same solution if in previous years the solution was selected as a winner or finalists in any of the award categories.
- Each category will have three finalists (including the winner).
- One winner and two finalists will be announced for the Business Partner Innovation Award and the Business Partner Service Management Solution award at the IBM Tivoli Business Partner Summit on Sunday, February 21, 2010 at the Pulse 2010 conference.



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- Winners and finalists for the Business Partner Innovation Award and the Business Partner Service Management Solution award will be notified on or before Thursday, February 11, 2010.

Benefits

Finalists will receive:

- Special recognition at the IBM Tivoli Business Partner Summit General Session
- A signed certificate by Al Zollar, General Management, IBM Tivoli
- Partners will be able to promote their IBM Tivoli 2010 Partner Award via web and other client communications

In addition to the Finalist benefits listed above, Winners will also receive:

- A IBM Tivoli 2010 Partner Award trophy
- One complimentary registration pass to IBM Pulse 2011, covering registration only

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Innovate today for a smarter tomorrow. This award recognizes a visionary Business Partner who is leading the charge to manage the world's infrastructure with IBM Tivoli capabilities and solutions in innovative, leading-edge, exciting ways. This solution encompasses solving the problems of today's IT market using creative methods, becoming a driver in tomorrow's new markets, fostering new innovation and cutting edge solutions.

Company name: Front-safe A/S

Contact name: CEO Peter M. Nielsen & CSO Thomas Bak

Email: pmn@front-safe.dk

Product/solution included: Front-safe Portal: OEM-branded remote backup via online portal service

Would you like this nomination to be submitted for the Pulse 2010 Best of Show Award?

Yes, please submit for the **Pulse 2010 Best of Show Award**

No

Please Note: The Pulse Best of Show Award award recognizes a visionary Business Partner who is leading the charge to manage the world's infrastructure with IBM Tivoli capabilities and solutions in innovative, leading-edge, exciting ways. This ground-breaking solution should be showcased at Pulse in the Expo and will encompass solving the problems of today's IT market using creative methods, becoming a driver in tomorrow's new markets, fostering new innovation and cutting edge solutions. The solution must be demonstrated in the Pulse Expo and final evaluations take place at the Pulse Expo in Las Vegas, Nevada, on February 21, 2010.

Please answer the following required questions:

What IBM Tivoli product(s) made the solution possible or successful?



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TSM – Tivoli Storage Manager

Please describe concisely how you are exploiting IBM Service Management and Tivoli capabilities in innovative, leading edge ways. How are you solving traditional problems in non traditional ways? Explain the concrete benefits or impact the customer has received by using the product or solution in 250 words or less:

In 2006, Front-safe revolutionized the remote backup market, developing a “white label” online portal for the Tivoli Storage Manager (TSM) solution. Since coming to market, more than 4000 servers belonging to customers who were using competitor products, are now enjoying Front-safe’s software-as-a-service portal. And with approximately seven new servers each day converting to Front-safe remote backup from competitor products, Front-safe is ready to take their TSM online portal to the world.

Best-in-class backup and archiving solutions like TSM require know-how and resources to operate, which makes them exclusive to large organizations with the capacity to operate large-scale systems. But Danish company Front-safe recognized the potential in bringing TSM to a much larger, untapped pool of medium to small size businesses that could clearly benefit from TSM, if access to the system were easier.

So a team of solution designers from Front-safe created a unique software-as-a-service portal that gives partners and dealers the opportunity to offer best-in-class TSM solutions under their own brand to customers of all sizes, as a safe, cost-effective alternative to traditional backup systems.

With Front-Safe’s remote backup service, dealers, partners and customers can concentrate on their core business. An accessible, reliable and inexpensive method of keeping data secure, the Front-safe online portal has removed the burden of investing in and maintaining complicated and expensive backup solutions.

Remarkably easy to setup and administer from a single, central interface, the Front-safe remote backup online portal also includes a billing system, easy-to-understand reporting and tracking. In short, it gives dealers and customers full control of their customer portfolio.

What is the business case for this product or solution? For example: what business need does the product or solution solve; who is the target market; what is the size of the market opportunity; what is the business model; what are the competitive differentiators?

When Front-safe identified a blue-ocean opportunity for developing and marketing a high-capability, high-turnover remote backup service based on TSM in 2006, they were well prepared. At the time there were approximately 700,000 servers in Denmark that were ripe for an online backup service. So Front-safe developed a remote backup portal that enables partners and customers to store data, perform backup, or worst-case scenario, retrieve lost data with TSM.

Available primarily through dealers and partners to small to medium-sized businesses, Front-safe provides a unique business opportunity, as well as a serviceable product that can carry the dealers own brand. Dealers pay a license fee for the IBM TSM software and a scalable monthly fee for each GB stored. And Front-safe’s easy-to-operate, white-label model gives literally thousands of customers that normally don’t have access to the strong Tivoli brand the opportunity to enjoy the best-in-class features, flexibility and reliability of Tivoli backup software without huge, upfront investments.

But the Front-safe remote backup portal does more than just remote backup. The system also includes a billing system, an intuitive reporting and tracking system and online technical, marketing and sales support from dealers and Front-safe’s TSM experts.

The fastest growing supplier of remote backup in Denmark today, Front-safe and IBM have a great potential to capture a large share of the rapidly growing global remote backup SMB market.

How does the product/solution benefit the customer? For example: improved service delivery, return on investment, increased profitability, reduced operating costs, or improved productivity/efficiency, improved quality of care, lower training



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costs, or improved communications:

Front-safe has revolutionized the remote backup market by bringing TSM to SMB customers, making it easier to use – and affordable.

For dealers and partners, the Front-safe remote backup solution is not just another product, but a new business opportunity. A white label software-as-a-service solution, the portal can be branded with the dealer's own identity. And because there are no upfront payments or training investments required, it's a low-cost alternative to other backup systems.

With entry barriers removed, TSM software is not only accessible to a much wider customer base, but the low costs are key to a high earning potential for Front-safe partners. And a scalable 'rental' fee based upon GB storage needs per month means that dealers and Front-safe's success follows the upward curve of customer's data storage needs.

In addition to the standard TSM capabilities, the portal also makes administration, billing and reporting tasks easy. If support is required, 80 to 90 percent of technical, sales and marketing queries are answered by the dealers, while the high-level questions are referred back to the Front-safe TSM team, keeping operating costs to a minimum.

Customers of all sizes can now enjoy a best-in-class IBM product, a safe and reliable software-as-a-service solution, without any expensive overheads. By out-classing other remote backup providers, Front-safe has helped raise the profile of TSM, making it the preferred remote backup solution of over 4000 servers since coming to market in 2006.

Optional: Please provide a full URL link where we can view a demonstration of your solution. Please make sure the link starts with http://. The downloadable file should not exceed 10 MB.

Optional: Please provide any additional information you believe may help the judges evaluate the nomination:

Our company

Front-safe A/S is a Danish company and part of JS Holding, which numbers more than 100 employees. We specialize in backup and archiving systems, protecting the data of organizations of every type and size. The company operates from two locations in Denmark, with its headquarters in the city of Aarhus.

Our mission

TSM backup and archiving solutions are best in class. But its impressive capabilities have, until now, only been available to large organizations with the know-how and resources to operate large-scale systems. There is a much larger, untapped pool of medium to small size businesses that could clearly benefit from TSM, if access to the system were easier.

That's Front-safe's mission: to bring TSM to new, low-end markets where barriers to entry have prevented TSM gaining a foothold. By providing a powerful, affordable alternative to other forms of remote backup used by small to medium-sized businesses, the Front-safe portal is one of the most promising opportunities to drive growth for both TSM and IBM. With the Danish market growing rapidly, the Front-safe portal (and TSM) has the potential to capture a large share of the global SMB market.

Success to date

Over 2000 small and medium-sized companies, with more than 4000 servers, are now using TSM to protect their data since the Front-safe remote backup portal came to market in 2006. Some of the smaller companies have only one server and for many, TSM was not within their reach. Front-safe has changed that.

Our business model has proved a great success in Denmark and has paved the way for the signing of our first major partnership abroad – and dialog with several other potential partners is in place. The Front-safe remote backup portal is meeting a rapidly growing and crucial business need and we believe that the success of the Front-safe portal to date can be repeated in markets around the globe.



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Optional: Please indicate whether you would like to also submit this nomination for the Pulse 2010 Best of Show Award:



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CUSTOMER REFERENCE #1 (Required):

Contact name: Hans Jákup Langgaard

Company name: FØROYALE TELE SAMSKIFTI

Title: Sales Manager

Phone number: +298 243 308

e-mail: hjl@ft.fo

DETAILED QUESTIONS (please work with your customer to answer the following questions):

Why have you nominated this Business Partner?

Our nomination is based on the following three primary arguments:

1. The Business Partner's focus on backup and TSM
2. Online accessibility to a very easy-to-administrator solution under our own brand and business name
3. The Partner's high level of competency

How would you describe your overall satisfaction with the value you receive from doing business with the nominee?

We were positively surprised by how easily a high-quality solution like this can solve several different challenges for us simultaneously, including our internal backup requirements of more than 40,000 GB and the opportunity to apply a new OEM strategy to our market of more than 50,000 customers via Front-safe's online portal. It's key to note that the solution has not meant significant investments or needs to train our staff, which has been an important factor in our partnership with Front-safe.

Everything was set up very effectively and with minimal resources. We do not doubt that with this partnership we can now deliver the very best remote backup service to our customers.

How would you describe the degree to which doing business with the nominee helps you better serve your own customers?

It's important for a business like ours not to lose focus on our core business area as a telecommunications provider, which is why it was natural to outsource the backup business both internally and externally via a uniquely powerful interface, such as Front-safe's online portal. Thanks to this operational model, we have been able to remain focused on what really matters to us, yet have managed to create a new add-on product to our portfolio that is bringing benefit to all our customers.

All things being equal, how likely are you to engage the services of the nominee in the future?

Given the success we have experienced to date, we are very positive toward future cooperation with Front-safe. At this point, there are no other options available that deliver the same value quite as effectively.



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How likely would you be to recommend the services of the nominee to other businesses or business associates?

That would be very likely. In fact, we have already recommended Front-safe to others.



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Please rate the nominee in each of the following areas by marking with an "✓":

	Excellent	Very Good	Good	Fair	Poor
Technical support	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsiveness	<input type="checkbox"/>	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Follow through	<input type="checkbox"/>	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovativeness of solution	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expertise	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of solution delivered	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrity	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of solution	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Should this nomination be selected as a winner or finalist, would you allow IBM's public relations agency to interview you for advertising and other promotional opportunities?

X Yes No

Would you like this solution to be considered for development of a fully funded IBM success story?

X Yes No

Please Note: Unless authorized by you, all customer reference information related to this nomination will be kept strictly confidential.