



IBM TLS , Q1 2024 Incentive Updates

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Supplier Mgr., IBM TLS (Technology Lifecycle Services)



NEW in 2024 - IBM Technology Lifecycle Services Sales Incentives

NEW in 2024! Individual Business Partners can now earn KYI rewards points for selling IBM Technology Lifecycle Services offerings. Earn \$2000 by shifting your client's Support for Oracle services to IBM! You earn while your client saves! Earn another \$100 per contract by adding Microsoft support. Then multiply your earnings at \$20 per serial number for Power and Storage Premium services. To top it off bundle in Project-based Services and earn another \$100 per contract. It really adds up! The more you up-sell into your contracts the more you earn.

Each individual has the potential to earn up to 10K for selling TLS!

\$30K transaction cap in place per deal North America and EMEA.
\$20K transaction cap in place for APAC and Latin America

Exclusions:

No Government Owned Entities (GOE) sales are eligible

Expert Care offerings

No incentives will be paid for eligible services that are already registered in existing contracts.



TLS Eligible Services	Reward Value	Payout criteria
Premium Services	\$20	Per serial #
Project-based Services	\$100	Per contract
Microsoft Support Services	\$200	Per contract
Oracle Support Services	\$2,000	Per contract
The TLS KYI reward is capped to \$ 10k/seller		

****Project-based Services currently not applicable in US. Qualifying agreements must be activated by 6/30/2024.**

New in 2024, Know Your IBM TLS



Multivendor offerings include Oracle and Microsoft Support

Stay tuned for enablement sessions on how you can leverage these MVS offerings to drive revenue and earn KYI points.

Eligible Product List includes Proactive, Media Retention and GTMS (MicroCode), link below

Act today and add these offerings to your active renewal quotes

Product list includes some offerings that are not enabled in the US

Helpful KYI links

KYI URL : <https://ibm.biz/knowyouribm>

KYI Terms and Conditions: <https://ibm.biz/KYIProgram>

KYI Eligible Product List : <https://ibm.biz/kyisell>

For all support queries send an email to service@kyirewards.com

[TLS Offerings Flipbook](#)

[IBM Support for Oracle Software \(seismic.com\)](#)

[IBM Support for Microsoft \(seismic.com\)](#)

[IBM Proactive Support \(seismic.com\)](#)

[IBM Media Retention Services \(seismic.com\)](#)

[IBM Global Total Microcode Support \(seismic.com\)](#)

START & END DATES

1 Jan - 30 June 2024

Click [here](#) for eligible products list

Full details can be found via the latest Terms and Conditions [here](#)

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HOW TO REGISTER INTO 'KNOW YOUR IBM'

1. Visit the [IBM Splash page](#), sign in using your IBM ID and navigate to Know Your IBM
2. Complete the Manage my Profile page

2

ELIGIBILITY

Ensure you meet all the eligibility criteria for participation in Know Your IBM...

- Complete [IBM Integrity Training](#) within the last 2 years
- Ensure your firm has an active [Business Partner Agreement](#)
- Accept latest Terms and Conditions and Privacy Policy via Know Your IBM/Manage my Profile

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What's New in TLS



END OF SERVICE UPDATES

Hot off the press, IBM has simplified the EOS process removing term limits from approved EOS machines (green)!

Price reduction on post Power 8's hardware service extension support

[Price Adjustment for IBM Service Extension Offering on IBM POWER8 , December, 1st, 2023 \(seismic.com\)](#)

IBM 2024 RENEWAL INITIATIVE, NO SERIAL NUMBER LEFT BEHIND

Continued focus is early/on-time renewals and driving high renewal rates. Digital Seller teams will engage on lapsed renewals.

2024 IBM GROWTH SELL & SERVICE CO-MARKETING now includes TLS

Awards partners who invest and grow with us with a direct marketing investment to supercharge their demand generation efforts to accelerate mutual business growth.

[IBM Growth Marketing Program - Sell \(seismic.com\)](#)

TLS GLOBAL ECOSYSTEM call, next session on Thursday, February 22nd , 2024

[Register here →](#) [Registration Link](#)

DEAL REGISTRATION IS COMING THIS YEAR, 2H'2024

Stay tuned for details

TLS Marketing Updates



IBM TLS Offerings Flipbook

IBM [TLS Offerings Flipbook](#) is now live in Seismic and available to sellers and Business Partners!

Multivendor Support Services (MVS) offerings

Check out the MVS enablement deck for the latest update on MVS offerings and ecosystem availability . [Explore more](#)

IBM Hardware Systems Lifecycle Website

IBM® [Product Lifecycle](#) is a web platform that provides clients and ecosystem partners insights into IT infrastructure by allowing users access to published product lifecycle information to avoid support service outages.

IBM Support Insights

Harness the power of advanced analytics to proactively address risks and exposures that may impact the availability of your hybrid IT infrastructure.

[IBM Support Insights \(seismic.com\)](#)

IBM TLS TechXchange Community

IBM Technology Lifecycle Services welcomes you to tune in to our new TLS TechXchange community to stay on top of the latest in infrastructure support and services. We'll share data center recommendations. Support experts will share their tips and tricks, and we'll share industry perspectives on the datacenter and hybrid cloud. Share this community with your clients, colleagues, partners, and others. We look forward to an ongoing conversation about all things support. [Join the Community](#)

New TLS Marketing Asset - Driving operational resiliency with IT Support and services

Operational resiliency depends on an efficient and effective infrastructure. Keeping that infrastructure current, gaining visibility to potential risks, and aggressively taking action to mitigate those risks are critical to success. [Read more](#)

Bookmark these key resources

[TLS Seismic home page](#)

[TLS Marketing Assets](#)

[TLS Social Influence Library](#)

[TLS Ecosystem Announcement page](#)



TLS Reference Slide

Recent Price Harmonization

Effective 1/1/2024, maintenance Price Action on select Power, Storage and System Z products, Storage swma renewal price action pending Q1'24

[Notice of price change for Hardware Maintenance Services on select IBM products - September 5th, 2023 \(seismic.com\)](#)

[Price Change\(s\): Select Power Storage HW SW Action \(ibm.com\)](#)

Released Sept, 2023, maintenance Price Action on select SAN devices

[Notice of price change for Hardware Maintenance Services on select IBM SAN Network devices - September 1st, 2023 \(seismic.com\)](#)

[Notice of IBM ServicePac price change for Hardware Maintenance Services on select IBM SAN Network devices - September 5th, 2023 \(seismic.com\)](#)

IBM Db2 Web Query withdrawal

Effective October 10, 2023, IBM® withdraws from marketing all IBM Db2® Web Query products, including the capability to order or renew Software Maintenance

[Licensed program software withdrawal: IBM Db2 Web Query for i products - IBM Documentation](#)

EXPERT CARE PREMIUM TIER RESTRUCTURE ON POWER 10 [Power Premium Tiers Structure Changes - 2023-Aug-07 \(seismic.com\)](#)

SELECT SOFTWARE STORWIZE V5000 EOS 12/31/2023, Service Ext available

[Software withdrawal and support discontinuance: Select IBM Storwize V5000 software offerings - IBM Documentation](#)

End of Service > IBM DS8000 and IBM Cloud Object Storage, 6/30/2024

[Services withdrawal: Declaration of plan to discontinue lease, rental, and maintenance services for select IBM DS8000 & Cloud Object Storage machines - Some replacements available](#)

Reminder > Power8 End of Service in 2024

[Services withdrawal: Declaration of plan to discontinue lease, rental, and maintenance services for select POWER machines - Some replacements available \(ibm.com\)](#)