# IBM Power Systems

## Incentives and Offerings

1Q 2024

**Dave Waddell**

**Supplier Manager, IBM Power**

**ARROW**

# Updated Operating Model for IBM Power
## What's Changing and Why?

Effective January 2, 2024, IBM is making a series of changes designed to optimize the manufacturing and supply chain operating model of IBM Power (and IBM Storage) hardware offerings including:

- We are **designating standardized parts across all IBM Power and IBM Storage offerings**, which will be readily available. Other parts categories will be subject to industry lead times.

- We are **accommodating pre-builds of unfirm orders, with appropriate approvals**, for:
  - Power E1080 offerings (and on an exception basis, other systems tied to the same E1080 order

- For the remainder of the IBM Power and IBM Storage product lines, we will **transition to a firm order only policy.**

With this refreshed end-to-end approach, clients, partners, and sellers will experience simpler ordering, fulfillment and delivery of IBM Power and IBM Storage hardware offerings.

## Simplified Ordering - - Improved Fulfillment - - Faster Delivery
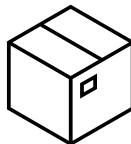
# IBM Power Scheduling Updates

Expected Lead Time from firm order for systems with Standard parts:
- E1050    Lead time of 18 days
- E1080    Lead time of 13 days
- Scale Out Models    Lead time of 28 days

- Orders with non-Standard parts will ship in 2Q

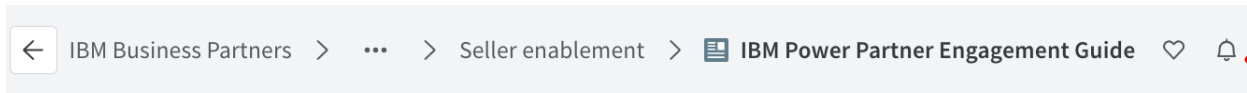IBM is no longer publishing last order dates- dates are subject to change

# PowerVS education for Power sellers

## Arrow hosted 3 part Webcast series starting February 21

- Learn how to leverage the latest Power hardware on cloud to help their clients modernize their IBM i, AIX, and Linux workloads

- Discover various use cases & best practices around backups, DR, and much more...

- Meet the key resources from Arrow and IBM

  - Part 1: Training on IBM Power Virtual Server. Click here to watch it on-demand!

  - Part 2 scheduled for March 5, 2024
  Please see below the registration link for the "Technical Sales Deep Dive" Webinar on March 5th 1-3 PM EST.
  https://ibm.webex.com/weblink/register/r6b64ff6b375af1f42d355da72af05520

  - Part 3 Individually scheduled workshops

AIX
IBM i
Linux

**Power Virtual Server**

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# Key Seismic Pages to Bookmark

IBM Business Partners › ··· › Seller enablement › 📰 IBM Power Partner Engagement Guide ♡ 🔔

Click the Bell on EACH page to FOLLOW and receive automatic notifications
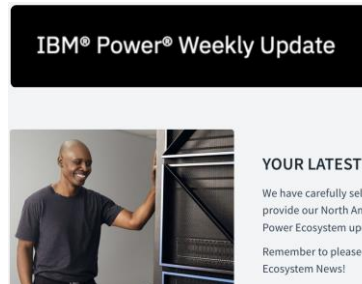
**IBM Power Partner Engagement Kit**
Link
A one stop shop and launch pad for IBM Power Partners looking for up to date resources and content, for use across the selling cycle.

**IBM Power Weekly Ecosystem Update**
Link
To opt-in to receive a weekly update email, please send a note to alprice@us.ibm.com to be added to the distribution list
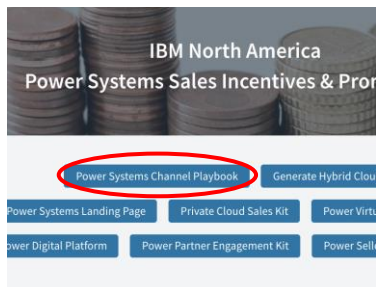
**IBM NA Power Sales Incentives**
Link
Power Incentives for Business Parnters with important links, including the quarterly Power Systems Playbook

**IBM NA Power Seller's Reference Guide**
Link
Power Seller Reference page containing news, plays, links and more. Designed for internal sellers but accessible by Business Partners

Table of Contents

# 2024 Proposal
# IBM Power Rewards Summary

## Propose and Earn

- **New Workloads moving to Power**
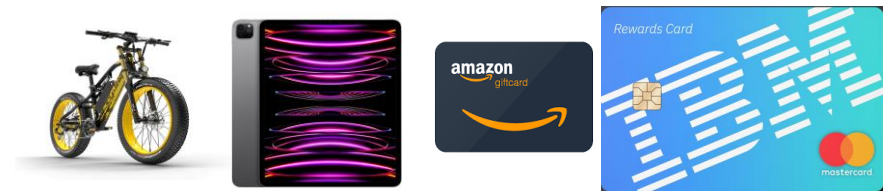  Individuals can earn KYI Reward Points for organizing pre-sales activities for new workloads on Power. The workload must be **First On Power** defined as the **client does NOT have the SW running on any installed Power systems**. Sale does not need to close for pre-sales activity to be eligible.

  **Eligible activities:** Demos, PoXs, Benchmarks, Workshops, Center of Excellence (COE) Engagements

  **$800 USD** - AI on Power (qualified software = CP4D, RocketCE/AI Hub, Open Source AI products running on Power)
  **$500 USD** - SAP, Red Hat, OpenSource DB (MongoDB, EDB Postgres)

- **PowerVS First in Enterprise**
  Eligible activities: Proof of Concept
  **$600 USD**

Examples:
**Eligible:** Client running SAP on HP acquires an L1022 SAP Velocity Power System to run their SAP workload.
**NOT Eligible:** Client running SAP on Power8 refreshes to Power10

## Sell and Earn

**IBM Power Scale-Out and Scale-Up** benefits are valid for sales to First in Enterprise or competitive displace Power clients only defined as an entity that has no Power9 or Power10 systems installed

| Product description | Benefit value |
|---|---|
| Power Systems S1014 / S1022 / S1024 | $2,500 |
| Power Systems L1022 / L1024 | $4,000 |
| Power Systems E1050/E1080 | $5,000 |

### IBM Power Modernization Incentive

Eligible IBM Business Partner Sellers and Technical Sellers may earn a benefit based on the value shown on the table below, when selling a qualifying Power Server with IBM Cloud Paks, Red Hat, AI (see next pg) AND Power hardware order is for **PWRMOD** (reporting code)

| Power hardware transaction revenue in USD | Minimum software for modernization value in USD | Rewards value |
|---|---|---|
| $25K or greater | $5,000 | $1,000 |
| $50K or greater | $10,000 | $2,500 |
| $100K or greater | $20,000 | $6,000 |
| $200K or greater | $40,000 | $10,000 |
| $300K or greater | $50,000 | $15,000 |

### IBM Power Virtual Server Incentive

| Two Ways to Earn! | | | | |
|---|---|---|---|---|
| Hybrid Cloud Rewards (*both criteria must be met*) | | | PowerVS "Move" Rewards (*stand-alone incentive - contract only*) | Rewards value |
| Power transaction revenue | PowerVS Annual Contract Value US $ | O R | PowerVS Annual Contract Value US $ | |
| N/A | N/A | | <$100K | $1,000 |
| $100K - $200K | > $25,000 | | $100K - $200K | $5,000 |
| > $200K - $500K | > $40,000 | | > $200K - $500K | $10,000 |
| > $500K | > $70,000 | | > $500K | $20,000 |

# Power Virtual Server

Promotions to continue into 2024

## Publicly Available Promotion

| Partners | Fund Details | Cloud Credits | Focus |
|---|---|---|---|
| VPC1000 promotion | Apply VPC1000 code here<br>Promo Flyer here | $1k towards any new VPC resources, including **Power Virtual Server** | • Valid on new orders only, Promotion while supplies last<br>• Cannot be combined with any other VPC discount or promotions |

## **MVP promo tiers**
**Proof of Concept (POC)**

| MVP Promo Tier | Deal Size | Cloud Credits to PoC Account | MVP COE/CE Services |
|---|---|---|---|
| Small | ACV $50-$150K | $20k | |
| Medium | ACV $150-$250K | $30k | PowerVS COE/Client Engineering |
| Large | ACV > $250K | $45k | |

## Migration Acceleration
Pre-Approval Required apply **here**

| Tier | PowerVS * Annual Revenue | % of Migration Cost Funded | Illustrative Examples | | | |
|---|---|---|---|---|---|---|
| | | | PowerVS Annual Revenue | PowerVS 3-Year Revenue | Migration Cost (20% of 3yr rev) | Client Credit Example |
| Tier 0 | $1M+ | 80% | $1,000,000 | $3,000,000 | $600,000 | $480,000 |
| Tier 1 | $500K-$1M | 50% | $500,000 | $1,500,000 | $300,000 | $150,000 |
| Tier 2 | $250K-$500K | 35% | $250,000 | $750,000 | $150,000 | $52,500 |
| Tier 3 | $150K-$250K | 25% | $150,000 | $450,000 | $90,000 | $22,500 |

## Business Partner Rewards

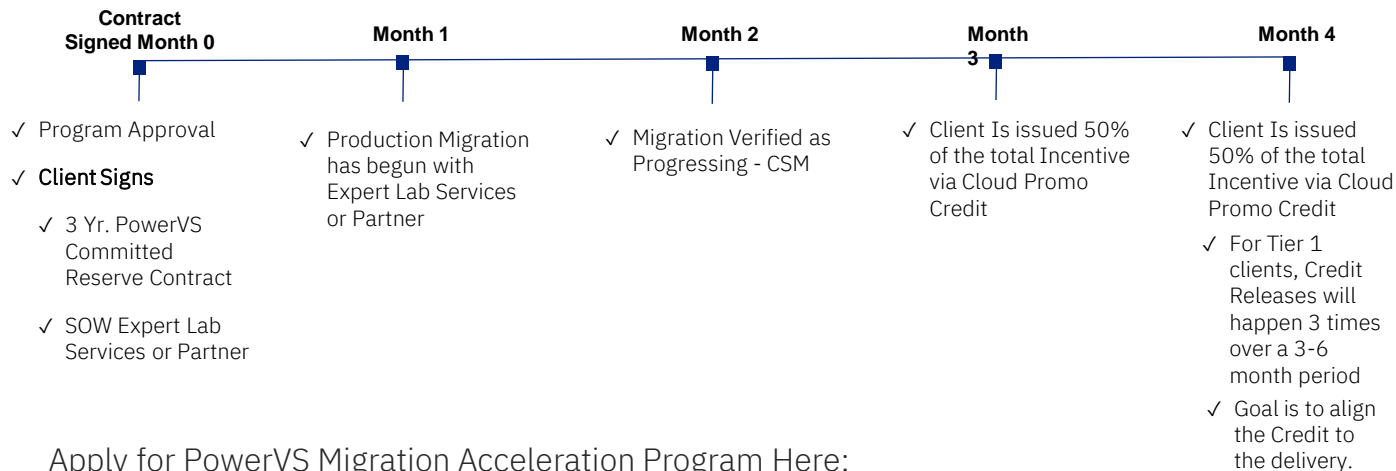| Partners Program | Promo | Benefit |
|---|---|---|
| Power Hybrid Cloud Bonus<br>EMEA . Japan. APAC America&Latin America | Sell both a Power Server and Power Virtual Server Cloud Contract | $5k, $10k, $20K |
| PowerVS "Move" Rewards | Avail in countries that have Sell & Earn already NA/LA only | $5k, $10k, $20K |
| Resell Partners<br>KYI – Know Your IBM PowerVS details | Client Meeting, Demo. POC, Signed Contract | USD: Meeting/Demo $250 up to $500, POC $600, Contract $1000 |

PowerVS Migration
**Program Description**

PowerVS Migration Program Cloud Promo Code **Client Credit Example**

Credit offered directly to Client
– Route/Channel neutral
– Services/Delivery Route Neutral

| Client Tier | ACV Revenue Range | ACV | TCV | Target Migration Cost 20% of 3Yr. TCV | Migration Cost Example | Credit Incentive | Client Credit Example |
|---|---|---|---|---|---|---|---|
| Tier 1 | $500K + | $500,000 | $1,500,000 | 20% | $300,000 | 50% | $150,000 |
| Tier 2 | $250K-$500K | $250,000 | $750,000 | 20% | $150,000 | 35% | $52,500 |
| Tier 3 | $150K-$250K | $150,000 | $450,000 | 20% | $90,000 | 25% | $22,500 |

**Contract Signed Month 0** — **Month 1** — **Month 2** — **Month 3** — **Month 4**

✓ Program Approval

✓ **Client Signs**

  ✓ 3 Yr. PowerVS Committed Reserve Contract

  ✓ SOW Expert Lab Services or Partner

✓ Production Migration has begun with Expert Lab Services or Partner

✓ Migration Verified as Progressing - CSM

✓ Client Is issued 50% of the total Incentive via Cloud Promo Credit

✓ Client Is issued 50% of the total Incentive via Cloud Promo Credit

  ✓ For Tier 1 clients, Credit Releases will happen 3 times over a 3-6 month period

  ✓ Goal is to align the Credit to the delivery.

Apply for PowerVS Migration Acceleration Program Here:
https://w3.ibm.com/w3publisher/power-vs-end-to-end-sales-process/powervs-migration-acceleration

Power Virtual Server/ © 2023 IBM Corporation

## Power Deal Closer Program 2024

**Program provides IBM Funded Offers of Post-Sales Services assisting closure of an IBM Power sales opportunity**

### Offerings

### Valid on all Power9/10 models

- **New Account**: Up to 2% brand revenue with $100K maximum
- **First in Enterprise**: Up to 2% brand revenue with $100K maximum
- **Competitive Displacement**: Up to 2% brand revenue with $100K maximum
- **IBM Installed with Competitive Threat**: Up to 2% brand revenue with $50K maximum

**Program Contacts**
Terry Oliveira, Program Manager – Americas
Email - Terry.Oliveira@ibm.com
Celest Metuassalol, Program Manager – International
Email - cbmetuas@us.ibm.com
DCP Administration: dcpadministration@ibm.com
SalesWon Funding Tool
BP Funding Portal

### Requirements

- ➢ **Preliminary Funding Approval**
  - ▪ Requirements include
    - – Deal opportunity number
    - – Approved bid from pricing
    - – Statement of Work
    - – Cost of services (recovery rates, only)
  - ▪ Funding is based on estimated revenue and expires on the last day of the quarter in which approval is given
- ➢ **Final Funding Approval**
  - ▪ Requirements include
    - – Deal closure date
    - – Ledger copy that shows the revenue won
    - – Signed client acceptance of service offer
    - – BOSS ID for Technology Services provided work, only
    - – Bill quarter(s) in which the work will be completed and billed
  - ▪ Based on revenue shown on the financial ledger
  - ▪ Expires 6 months from the date the deal is won
  - ▪ Extensions to expiration dates are **not** available

### Funding

- ➢ New Value Express Pricing for BPs <$50K for all Power Model numbers are not eligible.
  - ▪ **Special Bid Pricing will be considered on deals over $50K>.**
- ➢ Deals with less than 40% TMC margin will require finance review
- ➢ IBM install Non-Threat deals are on exception basis only
- ➢ Funding maximum of $100K on qualified requests
- ➢ Final funding based on net IBM FREV
- ➢ Final approval must be received before starting services

### Funding Expiration Milestones

DCP funding is held at GEO Top – it does not come out of the margin of the deal

# Americas 2024 Technology Sales Systems Cross Brand Competitive Investment Funds

**IBM**

## A One-Stop shop for all your Pre-Sales resources!
### Services delivered by IBM or *BPs

## Objective
To progress Technology Sales Cross Brand (Power/Storage/IBM z) opportunities within the Americas

LA opptys by exception only

### Start your request here:
[IBMers click here to access SalesWon](#)

[BPs click here to access BP Portal](#)

## Qualified Service Providers
- IBM Consulting
- IBM HW/SW Expert Labs
- IBM Client Engineering
- **Business Partners**

All services must be provided at cost recovery

Max E.R 2% per deal

### Deal positioning
- Competitive Displacements
- New Accounts
- New workloads

## Qualified Offers
Assessments, Studies, POCs/POTs, Workshops, and Benchmarks, etc.

***Business Partners are now able to request CIF funding and/or perform services**

Requirements:

1) IBM BPA agreement and/or BPA agreement to perform services

2) Must have required skills to perform pre-sales

**BP Process:**
https://ibm.box.com/s/m5npnwcxao8tsxruye34wuuevqzvdb00

## Conditions
- Funding cannot be conditional to sale
- Cannot be used to buy-down rates, and cannot be used for any post-sales activities
- No pricing bid required
- GOEs require IBM TCO Approval
- Funding expires the quarter it is approved
- Funding in AMER must be approved by GEO CFO
- Opportunity must close within the next 9 months

Contact: [Terry.Oliveira@ibm.com](mailto:Terry.Oliveira@ibm.com)

The IBM
Trade-in Program

Sell new, trade in old and
get your client paid by IBM

Visit the [Trade-in Announcement Letter](#) for more information

# IBM Power Loaner/Trial Program:

**Trial – Server is specific config for customer requirement as purchase is expected at end of trial.**

**Loan - Server is general purpose config to meet multiple use scenarios across many customers.**

**Rules for Requests for either Loan or Trial – REVIEW [PLANNING GUIDE](#) ON SEISMIC**
- Provide a business case that includes:
  - Customer background and reason for this SPECIFIC POC. What is it exactly you must prove?
  - What is IBM's return on investment and when will it be realized?
  - Does this POC have benefits that could be extended to other customers?
- Provide a detailed Execution Plan that includes:
  - What are the customer's agreed to success criteria/milestones?
  - What resources are committed to the project from IBM/BP/Customer?
  - What is the timeline of activity for the duration of the loan or trial? Maximum time is 90 days for either.
  - Make sure you have reviewed the requirements of the customer datacenter. (Power, network, security etc)

**Requests are entered in Maximo:**
- Business Partners submit requests in CPQ Hub. One place for configs and GLT requests.
- When requesting a trial, a 100% FIRM config (.rtf and .cfr) must also be submitted with the request. This is basis for Capital request so config changes will start process over.
- When requesting a loan, provide a preferred configuration. The Loan Coordinator will match it as closely as possible.
- Power Brand Manager and the Power Brand CFO must both approve any request.

# IBM Power Demo/Dev Program

## Program Info/Guidelines

- Significant discounts available via your Distributor for Demo/Dev Systems
- For use as demonstration equipment, loaners, POC, etc
- NOT for internal use
- Business Partners may order a maximum of 2 Power demo systems per calendar year
- Demo systems must be retained by the partner for a minimum of 12 months before being sold to an end user
- The Business Partner must inform IBM of the sale of their Demo system to an End User and place the appropriate IBM orders to activate the IBM Products with the End User, the End User must license system software and extended maintenance as these Products may not be transferred to an End User.
- Please contact your Distributor for more details

# Power Spotlight Series – IBMers/BPs Only
*IBMers and BPs must register to receive calendar invitation.*

*The most important news when you need it the most!*

***Americas Series*** *– Delivered by the Americas Leadership for Americas only*
*1st and 3rd Thursday of every month*

Need Global Reg Link

**Registration**          **Replays**

***Global Series*** *– Delivered by Global for all GEOs*
*Every Wednesday*

**Registration**          **Replays**



IBM Internal and Business Partners Only

# Current IBM Power Proficiency Badges
https://www.ibm.com/training/bplearn

This badge earner has a foundational knowledge of the key IBM Power10 offerings and solutions. This includes, but is not limited to, Hybrid Cloud deployments on Power, SAP HANA on Power, and Oracle on Power. The badge earner is able to articulate the value of IBM Power and can help clients with their most challenging business workloads.

**Courses Included:**
Introduction to Power Level 1
SAP on Power Level 1
Oracle on Power Level 1
Red Hat OpenShift Container Platform and IBM Cloud Paks on
Power Level 1

**IBM Power Solutions**

IBM

**IBM Systems**
Sales Foundation

This badge earner has technical knowledge of the Power Systems solution offerings. This includes the server offering details that make up the IBM Power10 portfolio of servers , solution technical details for SAP HANA ,Hybrid Cloud with Power along with Modernization of clients IT environments utilizing Red Hat solutions.

**Courses Included:**
IBM Power E1080 Level 2
IBM Power E1050 Level 2
IBM Power10 Scale-Out Level 2
SAP HANA on Power Level 2
SAP HANA Sizing Simplified Level 2
SAP HANA Advanced Features Level 2
SAP HANA Competitive Level 2
Modernizing Business for Hybrid Cloud with IBM Power and Red Hat OpenShift for Technical Sales (CIO Persona) L3

**IBM Power ISV and Modernization Solutions**

IBM

**IBM Systems**
Technical Sales Intermediate

This badge earner has a foundational knowledge of IBM Power infrastructure offerings - including server solutions that make up the IBM Power10 portfolio. The badge earner has developed a strong foundation for positioning the various Power10 servers as well as Power Virtual Server to help solve clients' business challenges.

**Courses Included:**
IBM Power E1080 Level 2
IBM Power E1050 Level 2
IBM Power10 Scale Out Level 2
IBM Power System Virtual Server Level 2

**IBM Power Infrastructure as a Service Solutions**

IBM

**IBM Systems**
Sales Foundation

This badge earner has technical knowledge of the key IBM Power infrastructure offerings. This includes the various server offering details that make up the IBM Power10 portfolio of servers both on-premises and in the public cloud. This technical seller will have detailed knowledge of both the server offerings as well as the "as a Service" and cloud capabilities that differentiate IBM Power both on-premises and in the public cloud for true Hybrid Cloud deployment.

**Courses Included:**
IBM Power E1080 Level 2
IBM Power E1050 Level 2
IBM Power10 Scale-Out Level 2
Power Cloud for Technical Sales : Part 1 – Public Cloud
Power Cloud for Technical Sales : Part 2 – Private Cloud
IBM Power Systems Virtual Server Level 2
IBM Power Systems Virtual Server Technical Sales Level 3

**IBM Power Infrastructure as a Service Solutions**

IBM

**IBM Systems**
Technical Sales Intermediate

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# Power Product Groups

| Power Hardware Proficiency | | | | Power Software Proficiency | |
|---|---|---|---|---|---|
| **Power Scaleup** | **Power Scaleout** | **Power Enterprise Linux Hardware** | **Power Other Hardware** | **AIX / IBM i** | **Power Enterprise Linux Software** |
| Power10 E1050 Scale-up<br>Power10 E1080<br>Scale-Up Power9 E980<br>Scale-Up Power9 E950 | Power10 S1022 Scale-out<br>Power10 S1014 Scale-out<br>Power10 S1024 Scale-out<br>Power10 S1022s Scale-out<br>Power10 S1022 Scale-out<br>Power10 S1014 Scale-out<br>Power10 S1024 Scale-out<br>Scale-Out HW Power9 S914<br>Scale-Out HW Power9 S922<br>Scale-Out HW Power9 S924 | Power System IC922 Other POWER9 LC921 Systems<br>Power System IC922 Other POWER9 LC921 Systems<br>HANA excl L Systems - POWER9 H924 Scale-Out<br>Power10 L1022 Scale-out<br>Power10 L1024 Scale-out Other POWER9 LC922 Systems<br>Power System AC922 Air-Cooled<br>HANA excl L Systems - POWER9 H922 Scale-Out<br>Scale-Out POWER9 L922 Systems<br>Power System AC922 Water-Cooled | ECOD Mktp Scale-Up HW Power9<br>Power Networking Switches<br>Power Systems Other HW/Racks/HMC | Power Compilers<br>IBM i Subscription Term Licensing<br>SW - SmartCloud Entry for Power (not HPC, nor VA Linux)<br>Power Middleware<br>Software - AIX EE Value Add (not HPC, nor VA Linux)<br>Software - AIX<br>Software - IBM i System (not HPC, nor VA Linux)<br>Software - PowerHA (not HPC, nor VA Linux)<br>Software - PowerSC (not HPC, nor VA Linux)<br>Software - PowerVC (not HPC, nor VA Linux)<br>Software - PowerVM (not HPC, nor VA Linux) | Linux Value Add SW<br>Software - Linux OS (gross)<br>Power Compilers<br>Software - AIX<br>Software - PowerVM (not HPC, nor VA Linux) |

# Thank you

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**Supplier Manager, IBM Power**
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