IBM Storage Enablement Offerings

Herm Lehman
Supplier Manager, IBM Storage
Arrow ECS
Email: herm.lehman@Arrow.com
Tel: (317) 345-6262

ARROW

IBM FlashSystem FCM4 Announcement Call

Wednesday (2/28) Announcement Call ([replay now available](#)) to introduce unparalleled ransomware threat detection capabilities to the FlashSystem portfolio with FCM4:

[**Register Here**](#) **to watch the replay from the 2/28/24 Call!**

The new [IBM FlashSystem with FlashCore Module 4](#) (FCM4) uses AI and machine learning to identify ransomware threats in real-time, without compromising performance.

Learn how AI and machine learning models enable swift identification and reaction to threat alerts and continuous evolution of storage defenses.

Join cyber-resiliency experts Andy Walls, IBM Fellow, FlashSystem CTO and Chief Architect, and Ian Shave, Director of Worldwide Storage, to learn all about it at the exclusive webinar held on 28 February, at 9:00 AM ET. Don't forget to invite your clients!

IBM FLASH IN A FLASH

SWAT Team Webinar Series

The IBM Flash in a Flash series is designed to give you skills and resources to be successful in selling IBM FlashSystem.

This weekly IBM webinar focuses on important FlashSystem topics in short 30- minute segments. There will be ample time for questions, and all sessions will be recorded.

Join Us February – December 2024

REGISTER @ https://ibm.biz/flashinaflash

Date	FlashSystem Topic	Speaker	Time
Feb 1	IBM FlashSystem – 2024 Storage Digital Platform Updates	Rohan Fernando	11-11:30am EST
Feb 8	IBM FlashSystem - Cyber Recovery for Everyone	Matt Key	11-11:30am EST
Feb 15	IBM FlashSystem – Announcing FCM4	Andy Walls	11-11:30am EST
Feb 22	IBM FlashSystem – Incentives & Announcing Test Drive	Katie Miles	11-11:30am EST
Feb 29	IBM FlashSystem - Brocade: Protect your Data Path by Safeguarding your SAN	Craig Nelson & Tim Werts	11-11:30am EST

Partners

IBM

IBM Cyber Academy

IBM Security   **IBM Ecosystem**   **IBM Storage**

Join us for this in-depth, in-person training on Cyber Security and Resiliency Skills & Solutions

Learn to leverage IBM's suite of cyber security and cyber resilient offerings.

Help your client build a complete strategy to Zero Trust. This "trust no one" solution can help organizations protect, limit and recover from cyber-attacks.

Attendance is no cost, and you will learn from skilled IBM practitioners:
- Security and Data Resilience Concepts
- Cyber Offerings from IBM Security and IBM Storage
- Regulatory Framework affecting Data Security, Retention, and Protection
- Cyber Resilience scenarios and best practices

IBM has real technological advantages in helping clients create a holistic and integrated approach to combat cyber-crime.

Register today to join one of these regional Cyber Summits:

Feb 27-29 San Jose, CA

May 14-16 Washington, DC

Aug 20-22 Chicago, IL

Nov 5-7 Dallas, TX

Registration Site for San Jose available here. Others to follow.

FlashSystem Competitive Training Series

IBM FlashSystem Competitive Series

Our amazing competitive team - Mike Kachmar and Brian Sherman - have put together an informative series of competitive updates. We will explore strategies and portfolios of each vendor and position IBM's competitive advantages. Join us as we give you the information you need to compete against these vendors:
- Week 1: Dell
- Week 2: HP
- Week 3: NetApp
- Week 4: Pure

Americas Storage Competitive Series: Week 2 – HP
2:00 PM – 3:00 PM | Jan 31, 2024 (UTC-05:00) ANN EVANS

Americas Storage Competitive Series: Week 3 – NetApp
2:00 PM – 3:00 PM | Feb 7, 2024 (UTC-05:00) ANN EVANS

Americas Storage Competitive Series: Week 4 – Pure Storage
2:00 PM – 3:00 PM | Feb 14, 2024 (UTC-05:00) ANN EVANS

Register Here
(replays available)

Arrow IBM Storage Programs and Incentives Update

ARROW

1Q 2024 IBM Storage Ecosystem Promotions & Incentives

FlashSystem Test Drive

FlashSystem 2 Week Proof of Concept for BP Clients!

One Form
2-Week Lead Time
Two Week Testing
Zero Cost

Trade-in Program

Trade-in Payment rebate when clients purchase new IBM FlashSystem or disk and trade in competitive or old IBM storage

Link

Better Way to Grow

Free Virtualization when FIE Virtualization Clients purchase IBM FlashSystem

Link

Propose & Earn

+ transactional margin & up to 3.7% firm rebate

$1,000 individual reward for joint meeting
+
$1,000 for PoC/Assessment
+
$100 for SAN health check at new Flash clients.

Link

(Independent of actual sale)

More in Store

+20% more FCM capacity at no cost for FS5200, FS7300 & FS9500 thru 3/31/24

Gives your client the extra capacity needed for immutable data protection & cyber resiliency

Link

SAN Value Bundle

20% lower price on SAN when bundling FlashSystem 5000 base arrays and include two 24-port SAN24B-6 Fibre Channel switches (pre-selected in IBM eConfig tool)

Link

SAN Promotions

c-type: Director Tech Refresh Program & Switch Discount Program

b-type: Gen 7 Director Program when selling with IBM DS8000, FlashSystem, Tape

Link

Sell & Earn

BP Individuals Earn big with Flash!
- $1K-10K/box for existing clients & up to $15K/box for New Clients
- Rewards for SAN b-type with Flash
- $500 per 10K of Defender sold to existing clients & $1K per 10K when sold to New Clients

Link

Value Seller & Margin changes went into effect on 1/1/2024

Test Drive
IBM FlashSystem

...because seeing is believing!

2 WEEKS.

NO COST. NO CONTRACT.

FlashSystem 7300

FlashSystem 5200

FlashSystem 5015
FlashSystem 5035
FlashSystem 5045

ONE FORM

- BP sends request form directly to iRent sander@irent.nl

- iRent will review and get IBM approval within 48 hours

TWO WEEK LEAD TIME

- 2-week usual lead time to configure and deliver

- iRent handles ALL logistics

- BP and Client complete Test Drive Checklist

TWO WEEK TESTING

- 2-week on premise for testing and Proof of Concept.

- Client or BP location

ZERO COST

- No Cost to Client or BP

- No commitment to purchase

- iRent schedules pickup

North America Business Partners

Seismic

IBM Storage Rewards
2024 North America

FlashSystem Rewards

PRE-SALE! Propose & Earn

Sell & Earn

$1,000

$1,000

$1,000-$15,000

FIE Client Meeting

FIE Client Assessment

FlashSystem Sales

✓ Must have active deal registration number, and an IBM Seller must be present.
 *FIE clients haven't purchased qualifying product over the last 36 months
 Refer to KYI Terms and Conditions for complete details & product eligibility

Seismic

IBM Storage Rewards

Propose and Earn (FIE only)

Activity	First In Enterprise
Client Meeting	$1,000
Assessment (CRAT, POC, etc.)	$1,000
SAN Health Assessments	$100

✓ Must have active deal registration number, and an IBM Seller must be present.

Sell and Earn

IBM FlashSystem _Through June 30, 2024_	Reward	First In Enterprise
FlashSystem 5015/5045	$1,000	$1,000
FlashSystem 5200	$3,000	$3,000
FlashSystem 7300	$10,000	$15,000
FlashSystem 9500	$10,000	$15,000

IBM Storage Defender	Reward	First In Enterprise
IBM Storage Defender	$500 for every $10K Sold	$1,000 for every $10K sold

IBM Storage as a Service	Reward	First In Enterprise
StaaS Tier 4: 9601-CT1, CT2, CT3, CT4, CT5	$3,000	$3,000
StaaS Tier 1-3: 9601-BT1, BT2, BT3, BT4, BT5 9601-MT1, MT2, MT3, MT4, MT5 9601- HT1, HT2, HT3, HT4, HT5	$10,000	$15,000

IBM Brocade SAN _Must be sold with FlashSystem_	Reward
SAN24B-6	$100/pair
SAN64B-7	$500/pair
SAN128B-7	$1,000/pair
SAN256B-7, SAN512B-7	$2,000/pair

Maximum Cap Per Sale:

North America $30,000 / Annual Individual Max $100,000

- All rewards can be split between Sales and Technical Sellers

Refer to Seismic for KYI Terms and Conditions & product eligibility

Storage Rewards / KYI Registration & Getting Started
- o KYI Registration Link
- o KYI Registration Workshop Presentation and Recording
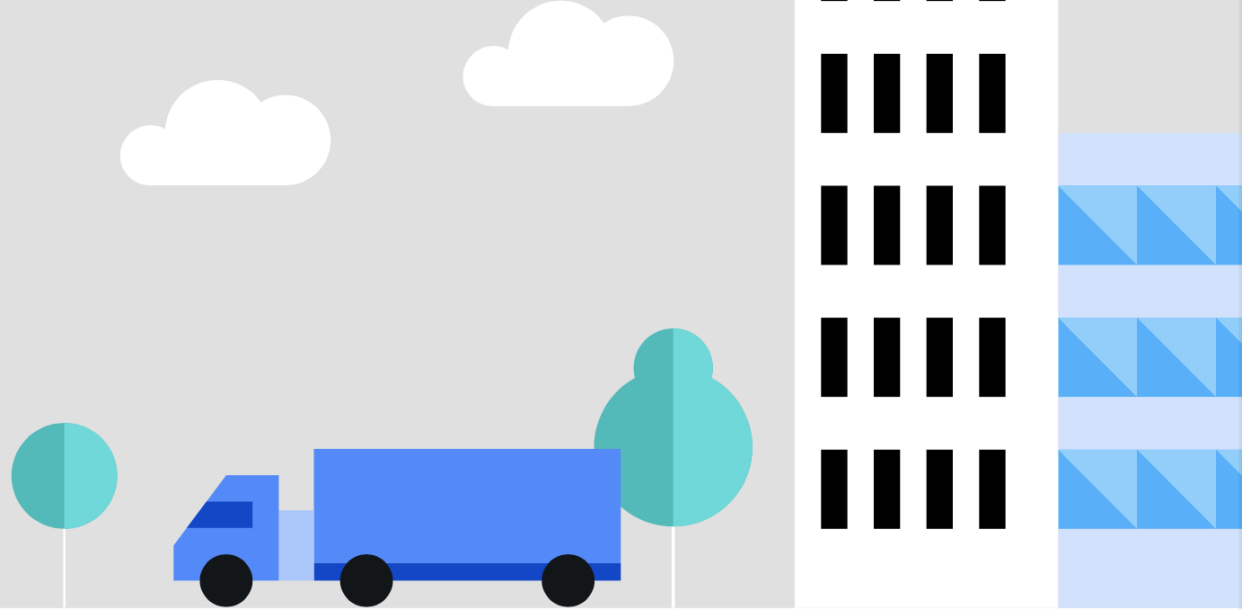- o KYI Getting Started - Interactive Guide

Note: Storage Rewards not available for GOE BPs or GOE End Users
Currently registered partners will receive a request to re-accept terms for 2024 (KYI Rewards and PartnerPlus)

Get Started Here

IBM Partner Ecosystem

The IBM Storage Trade-in Program

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

- Visit the [Trade-in Seismic Link](#) for more information

- Run the [Trade-in Smart Calculator](#) for Customer's Trade-in Payment

- [View Video on Smart Calculator (4 min)](#)

Contact: Katie Miles   kmmiles@us.ibm.com

IBM FlashSystem "more in store" offer

Cyber recovery guaranteed - with capacity on us

Buy 10 FlashCore Modules

FlashSystem 5200

get 2 on us

Buy 20 FlashCore Modules

FlashSystem 7300

get 4 on us

Buy 30 (or 40) FlashCore Modules

FlashSystem 9500

get 6 (or 8) on us

REALIZE INSTANT BENEFITS

for BPs

CYBER-RESILIENT
Enhanced data protection and fast data recovery guaranteed*

LOWER COST
Immediate savings with 20% more capacity on us

UNRIVALLED DENSITY
1PB per rack unit saving power/cooling & DC space (excellent sustainability)

GUARANTEED*
<60 Second Cyber Recovery, 100% Availability & Data Reduction,

SIMPLE CONFIG
No charge items automatically added when you configure the minimum chargeable features

MORE MARGIN
Leverage Value-Seller for fast approval and uncapped margin

"more in store" offer available through March 31, 2023

* Terms and conditions apply

IBM FlashSystem 5000 Value Bundle

Lower Cost for a Modernized, High Performance, Cyber-Resilient Storage Solution

The FlashSystem 5015/5035/5045/5200 base arrays include two 24-port SAN24B-6 Fibre Channel switches pre-selected in IBM eConfig tool

up to 20%
SAN DISCOUNT

FlashSystem
5015
5035
new 5045
Value Bundle

FlashSystem 5015/5035/5045

Bundled with two 24-port SAN24B-6 base switches and **8 x 16G** SWL SFPs.

FlashSystem
5200
Value Bundle

FlashSystem 5200

Bundled with two 24-port SAN24B-6 base switches and **8 x 32G** SWL SFPs.

REALIZE INSTANT BENEFITS

for BPs

LOWER COST
Immediate savings on Flash+SAN bundle vs. a-la-carte price

PERFORMANCE
Match Storage-SAN speed for optimum workloads

CYBER-RESILIENT
Enhanced data protection and fast data recovery

SCALABILITY
Add ports on-demand for simple device connectivity

ADV FEATURES
Offer advanced, enterprise storage services with entry storage arrays

MORE REVENUE
Increase revenue and margin with the Flash & SAN Value Bundle

SIMPLE CONFIG
Quickly provide an end-to-end storage configuration

Three compelling reasons for customers to refresh Gen 5 switches

#1 **Performance** Gen 5 switches are 10 to 12 years old

#2 Brocade **FOS End of Availability** April 2023 Security Vulnerability

3 Sept 1, 2023 IBM increased **Maintenance Support cost** for GEN5 products!

IBM Name	IBM Model	Support EOS	Refresh Model
SAN768B-2	2499-816	FOS EOA: 4/30/2023 HDWR End-of-Support: 4/30/2025	GEN7 8961-F78
SAN384B-2	2499-416	FOS EOA: 4/30/2023 HDWR End-of-Support: 4/30/2025	GEN7 8961-F74
SAN96B-5	2498-F96 / N96	FOS EOA: 9/21/2024 HDWR End-of-Support: 4/30/2027	GEN7 8969-P96/R96
SAN48B-5	2498-F48	FOS EOA: 6/17/2023 HDWR End-of-Support: 6/17/2025	GEN7 8960-P64/R64
SAN24B-5	2498-F24 / X24	FOS EOA: 4/30/2023 HDWR End-of-Support: 4/30/2025	GEN6 8969-F24* (sell with Flash Bundle)
SAN24B-4	2498-B24	FOS EOA: 4/30/2023 HDWR End-of-Support: 4/30/2025	GEN6 8969-F24* (sell with Flash Bundle)

Why are FOS EOA (End-of-Availability) dates important?

After the hardware product is two years past its Last Customer Ship (LCS), there will not be any more scheduled FOS releases with bug fixes or improvements for the switch. This also means that scheduled FOS patches for recent security vulnerabilities won't be available, potentially compromising your SAN environment's security and data protection.

- **NOW** is the time to plan to replace aging Gen 5 platforms. Note, most likely attached to older storage.
- Run **SAN Health Diagnostic Tool** to discover and identify old Storage and SAN opportunities

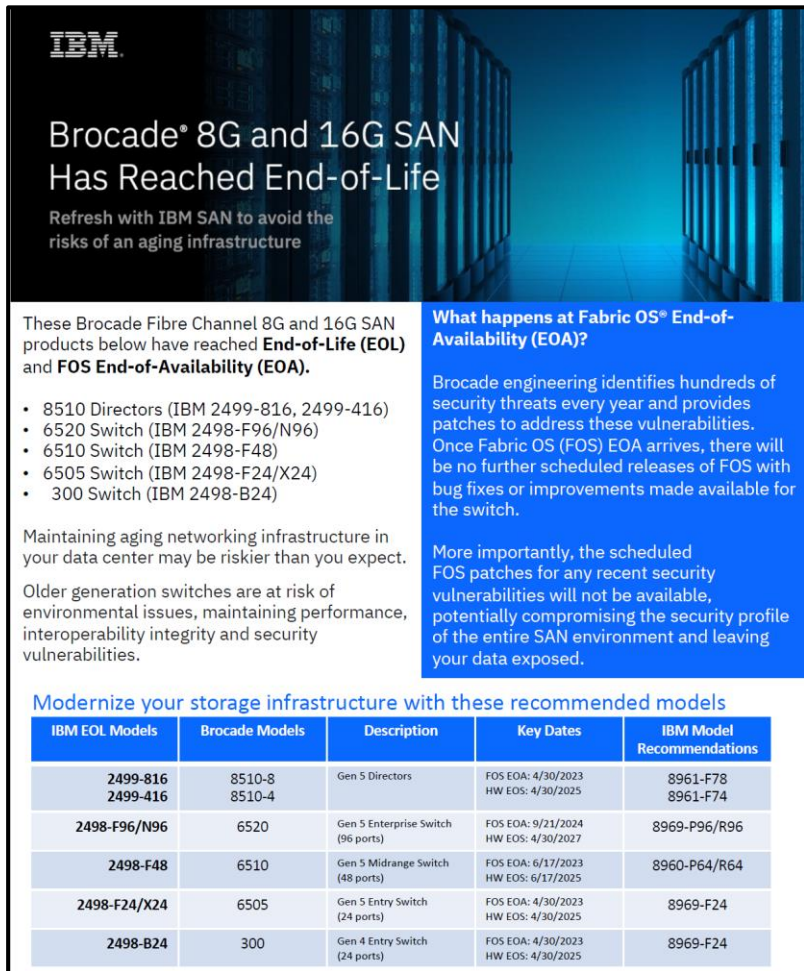# Customer "Gen 5 Refresh" Flyer

Customer Engagement

- Send customers this [flyer](#) to begin refresh discussions

- Help them identify Gen 5 switches that could impact solution performance

- Discuss potential security vulnerabilities of legacy switches

- Encourage them to avoid increased support costs and with an updated SAN infrastructure

Download these other tool to help

Solution brief: *IBM b-type Storage Networking: Enabling a cyber resilient, autonomous SAN*

Evaluate your current environment with a simple to use (DIY) **SAN Health diagnostic tool** today

IBM.

Brocade® 8G and 16G SAN Has Reached End-of-Life

Refresh with IBM SAN to avoid the risks of an aging infrastructure

These Brocade Fibre Channel 8G and 16G SAN products below have reached **End-of-Life (EOL)** and **FOS End-of-Availability (EOA).**

- 8510 Directors (IBM 2499-816, 2499-416)
- 6520 Switch (IBM 2498-F96/N96)
- 6510 Switch (IBM 2498-F48)
- 6505 Switch (IBM 2498-F24/X24)
- 300 Switch (IBM 2498-B24)

Maintaining aging networking infrastructure in your data center may be riskier than you expect.

Older generation switches are at risk of environmental issues, maintaining performance, interoperability integrity and security vulnerabilities.

What happens at Fabric OS® End-of-Availability (EOA)?

Brocade engineering identifies hundreds of security threats every year and provides patches to address these vulnerabilities. Once Fabric OS (FOS) EOA arrives, there will be no further scheduled releases of FOS with bug fixes or improvements made available for the switch.

More importantly, the scheduled FOS patches for any recent security vulnerabilities will not be available, potentially compromising the security profile of the entire SAN environment and leaving your data exposed.

Modernize your storage infrastructure with these recommended models

IBM EOL Models	Brocade Models	Description	Key Dates	IBM Model Recommendations
2499-816 2499-416	8510-8 8510-4	Gen 5 Directors	FOS EOA: 4/30/2023 HW EOS: 4/30/2025	8961-F78 8961-F74
2498-F96/N96	6520	Gen 5 Enterprise Switch (96 ports)	FOS EOA: 9/21/2024 HW EOS: 4/30/2027	8969-P96/R96
2498-F48	6510	Gen 5 Midrange Switch (48 ports)	FOS EOA: 6/17/2023 HW EOS: 6/17/2025	8960-P64/R64
2498-F24/X24	6505	Gen 5 Entry Switch (24 ports)	FOS EOA: 4/30/2023 HW EOS: 4/30/2025	8969-F24
2498-B24	300	Gen 4 Entry Switch (24 ports)	FOS EOA: 4/30/2023 HW EOS: 4/30/2025	8969-F24

A better way to GROW

Need **MORE** storage capacity?

You could add to your existing storage *but...*

❌ No guarantee of performance increase

❌ Restrictive commercial and financial options

❌ Potential increased maintenance costs

WAIT

A better way to **grow**

Supercharge your upgrade...

Buy an **IBM FlashSystem®** 5200, 7300 or 9500/R and virtualize your existing storage at no additional cost.* Now benefit from increased capacity and performance within a new, optimized single pool of storage.

✅ Accelerate applications

✅ Maximize existing storage investments

✅ Drive data placement across all storage with AI

✅ Simplify storage management

✅ Ease any required data migration

Modernize and accelerate **ALL** of your storage

Your existing storage → New **FlashSystem** NVMe flash array

AI-driven automatic data placement

Qualifying Conditions

FlashSystem Model	SVC Condition	Min. FCM Drives	Number of Non-IBM Systems Eligible	Duration of Virtualization Enabled	Warranty/Maint Terms
9500	No SVC Installed	8	5	3 Years	Machine Type 4673 (3yrs Expert Care Advanced)
7300		8			Machine Type 4658 (3yrs Expert Care Advanced)
5200		3			Machine Type 4662 (With Min. 3yrs Expert Care Basic)

Seismic

IBM Storage No-Charge Removal Program

End Users benefit from having IBM remove their old IBM or non-IBM equipment at <u>no charg</u>e when they acquire new IBM Storage.

BP Announcement Letter ZWAM2253A   Link

For IBM direct transactions see letter ZAAM9158D

Contact: Katie Miles kmmiles@us.ibm.com

IBM Storage Networking Promotions

IBM SAN b-type Cost Relief

Submit a price request for your target price to win, and IBM will work with Broadcom to get what you need to meet your target.

IBM SAN b-type Promotions

Technology refresh promotion which can be used as an alternative to cost relief.

IBM SAN c-type Cost Relief

Submit a price request for your target price to win, and IBM will work with Cisco to get what you need to meet your target.

IBM c-type SAN Promotions

Multiple technology refresh and competitive technology refresh promotions, which can be used as an alternative to cost relief.

Link
[IBM c-type Promotions](#)

[IBM b-type Promotions](#)

Contact
Mike Mortenson
mrmorten@us.ibm.com

SAN Attach Sales Program for
b-type Gen 7 SAN Directors

When selling with IBM DS8K, FlashSystem and Tape

Ensure optimum performance
and security for
IBM Storage Proposals
by including the SAN

REGISTER HERE

IBM SAN256B-7
(8961-F74)

IBM SAN512B-7
(8961-F78)

This program allows you to receive a pre-approved discount when you include IBM b-type Directors with IBM Storage proposals. Includes current storage proposals and previous 2023 deals. Program ends June 30, 2024.

Qualifying Products
IBM b-type Director Chassis

IBM SAN512B-7 (8961-F78)
IBM SAN256B-7 (8961-F74)

Qualifying blades (32G)
These Feature Codes are discounted

- **FC3403:** Gen 7 48-port blade
  with 32G LWL SFP+ optics
- **FC3402:** Gen 7 48-port blade
  with 32G SWL SFP+ optics
- **FC3401:** Gen 6 48-port blade
  with 32G LWL SFP+ optics
- **FC3400:** Gen 6 48-port blade
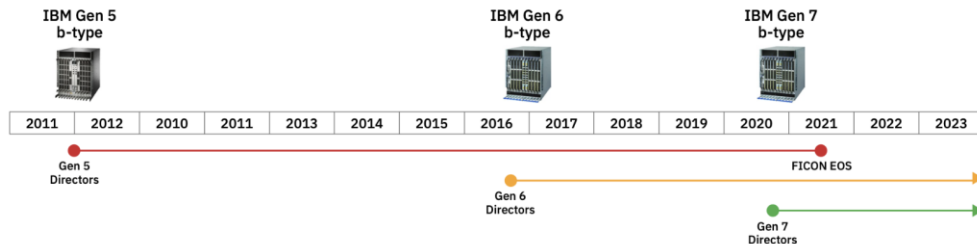 with 32G SWL SFP+

Qualifying Blades (64G)
These Feature Codes are discounted

- **FC3265:** Gen 7 64-port blade.
  with 64G SWL SFP-DD optics
- **FC3405:** Gen 7 48-port blade
  with 64G LWL SFP+ optics
- **FC3404:** Gen 7 48-port blade
  with 64G SWL SFP+ optics

<< for DS8k, Tape & Flash bundled with IBM Brocade Directors for storage sold during 2023 and current proposal

Why include Gen 7 SAN with your storage proposals?
Don't let customers connect new IBM Storage to legacy storage networks and risk a non-optimum solution

IBM Gen 5 b-type							IBM Gen 6 b-type				IBM Gen 7 b-type		
2011	2012	2010	2011	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023

Gen 5 Directors

FICON EOS

Gen 6 Directors

Gen 7 Directors

Ken Griffo
IBM Storage Networking Global Sales Leader   kgriffo@us.ibm.com

Mike Mortenson
IBM Storage Networking Americas Sales Leader   mrmorten@us.ibm.com

Two Director Tech Refresh options:

Cisco Tech Refresh
(refreshing Cisco gear)

- Purchase qualifying c-type Director*
- Buy 3 qualifying linecards (with 48 SFPs on each)**
- Get 1 additional linecard or bundle at no charge

- All linecards must have chargeable SFPs; "bundles" and their associated RPQs come with SFPs, which are N/C in the bundle RPQ.

Competitive Tech Refresh
(refreshing Broadcom gear)

- Purchase qualifying c-type Director*
- Buy 2 qualifying linecards (with 48 SFPs on each)**

- Get 2 qualifying linecards or bundles at no charge

- • All linecards must have chargeable SFPs; "bundles" and their associated RPQs come with SFPs, which are N/C in the bundle RPQ.

Qualifying Products*

IBM c-type SAN Products

SAN192C-6 (8978-E04)
SAN384C-6 (8978-E08)
SAN768C-6 (8978-E16)

Click HERE to learn more on the products

Base Feature Code**	Promotion Feature	e-config Description (IBM product documentation often refers to a linecard as a "FC Switching Module")
AJL8	8S1918	48-port 64Gbps FC Switching Module and 64G SW SFP Bundle
AJL6	8S1943	48-port 64Gbps FC Switching Module (Empty Linecard – billable SFPs must be configured with it)
AJL7	8S1917	48-port 64Gbps FC Switching Module and 32G SW SFP Bundle
AJL4 and AJHE or AJHJ	8S1924	48-port 32Gbps FC Switching Module (Empty Linecard - billable SW 32Gbps optics must be configured with it)
AJL4 and AJHF or AJHK	8S1925	48-port 32Gbps FC Switching Module (Empty Linecard - billable LW 32Gbps optics must be configured with it)

Questions? Contact the IBM/Cisco team: IBMpromotions@external.cisco.com

IBM RPQ: c-type Switch Discount Program

1. **Purchase one or more qualifying c-type Switches***
   - SAN32C-6 (8977-T32) : 32G Fibre Channel switch with 8 x 32G SFPs. Port side Exhaust
     SAN48C-6 (8977-T48) : 32G Fibre Channel switch with 24 x 32G SFPs. PSE
     SAN48C-7 (9024-V48) : <u>HALF POPULATED</u> 32G or 64G FC switch with 24 x 32G/64G SFPs. PSE.

2. **Submit ePricer requests, business as usual**
   - RPQ team does NOT require approval– Promo will be a Pass-thru Discount applied to the RPQ.

3. **Primary Targets**
   1. Entry Level 32G Configurations; For example, Qty 2– 32G SAN32C-6 with FlashSystem 5015/5035/5045
   2. Mid-Range 64G Configuration with low latency and high performance; For example, Qty 2- 64G SAN48C-7 with FlashSystem 5200

Qualifying Products*
SAN32C-6 (8977-T32)
SAN48C-6 (8977-T48)
SAN48C-7 (9024-V48)

RPQs now live 12DEC2023
Hardware ships beginning Jan 2024
RPQ avail until July 2024

Promotion RPQ	e-config Description
8S1962	PROMO 8977T32 8 PORT 32G SW
8S1963	PROMO 8977T48 24 PORT 32G SW
8S1964	PROMO 9024V48 24 PORT 32G SW
8S1965	PROMO 9024V48 24 PORT 64G SW

Contact the IBM/Cisco team: IBMpromotions@external.cisco.com
IBM Sales Team: Ken Griffo kgriffo@us.ibm.com or Mike Mortenson mrmorten@us.ibm.com

This program cannot be combined with any other Cisco special pricing, Cost Relief or DSA on the same deal or order.

Storage Software Pricing Plays (SQO / PPA)

3.04 - IBM Storage Software Competitive Pricing Play	3.39 - IBM Storage Protect Loyalty	3.41 - IBM Storage Protect Fresh Start	3.42 – Storage Suite for Cloud Pak to Storage Fusion Migration
Preapproved end user discounting on initial purchase price of Storage software products when they convert from a competitor	Discounts on S&S with Single year, multi year and reach back offers.	This Play only applies to customers that are reinstating software that has lapsed for greater than 12 months.	Transition existing Storage Suite for Cloud Pak customers to Fusion.

Contact: Jeff Whitehead   jeff.whitehead@us.ibm.com

Arrow IBM Cross-Brand Solution Selling

Arrow – IBM Storage - Federal Solutions Focus

Key Solutions:

Cyber Resiliency	IBM Security + IBM Storage equip customers to detect, respond & recover from cyber incidents
Modernization	IBM Fusion as a deployment & implementation platform for Cloud Pak, cloud-native and modern container workloads using OpenShift
AI Acceleration & Deployment	Watsonx & IBM Fusion to accelerate deployment and accelerate AI / queries 7x - 90x

2024 is the year of Cross-Brand High Value Solutions Sales!

Cyber Resiliency	IBM Security + IBM Storage equip customers to detect, respond & recover quickly from cyber incidents
Modernization	IBM Fusion as a deployment & implementation platform for Cloud Pak, cloud-native and modern container workloads using OpenShift
AI Acceleration & Deployment	Watson**x** & IBM Fusion to accelerate deployment and accelerate AI / queries 7x - 90x

Let Arrow help you with these conversations with your clients

ARROW

Business continuity and data resiliency

IBM Security + IBM Storage equip customers to detect, respond and recover from cyber incidents

Detect, respond and recover from an attack with IBM Security and IBM Storage

How can intelligent security and storage decrease your customer's Recovery Point Objective (RPO) and Recovery Time Objective (RTO) following a cyber attack? Try out the Cyber CRISIS use case available in Cyber Range to find out. Using IBM Security® QRadar® SIEM, QRadar SOAR and immutable IBM Flash Storage, you can resist and recover quickly.

In today's digital economy, high availability (HA) and disaster recovery (DR) solutions are non-negotiable for IT teams. Organizations that depend on data and systems as the bedrock of their operations must adopt these measures to prosper. Downtime and data loss can have significant financial and reputational consequences. Help your customers move beyond traditional HA and DR to become cyber resilient.

Cyber Security
Keep bad actors out of an environment

Cyber Resiliency
Withstand, recover from and adapt to disruptive events

ORGANIZATIONS SHOULD BE CYBER SECURE AND CYBER RESILIENT

- › Access controls (e.g., multi-factor authentication, role-based access control)
- › Data encryption
- › Security incident and event management (SIEM)
- › Vulnerability management
- › Malware protection

- › Business continuity and disaster recovery (BCDR) planning
- › Incident response planning and testing
- › Redundant systems and data backups
- › Supply chain risk management
- › Risk assessment and mitigation

IBM
Distributor

>>Click here for replay!
Part I session now available for replay!

IBM's road to cyber resiliency webinar series

Join Frank Welder and Tony Owens for a powerful 3-part webinar series – IBM's road to cyber resiliency. This series focuses on today's major threats and how you can improve your customers' cyber resiliency...You won't want to miss the first part of the series – "Understand the adversary" – see details below and register today!

Part One: Understand the adversary.

Date
Wednesday, October 18

Time
12 p.m. ET

Take a journey as seen through the eyes of a hacker.

What are we up against?

This session focuses on the types of attacks and techniques that cyber attackers use to infect your systems, evade detection and monetize their effort.

Learn what makes you a target for hackers and how to structure your defense to make you a harder target.

Register

<u>Cyber Resiliency</u>: Join us for this 3-part Webinar Series (now in replay!

Part Two: Understand how to secure and defend your environment

📅 November 8, 2023

🕐 11 a.m. CT

>>Click here for replay!
Part II session now available for replay!

Part Three: What to do when defenses fail (and they will).

📅 December 7, 2023

🕐 11 a.m. CT

>>Click here for replay!
Part III session now available for replay!

Arrow Electronics, Inc., 9201 E. Dry Creek Road, Centennial, CO 80112 | arrow.com

IBM Cyber Resiliency Assessment Tool (CRAT)

Based on NIST Cyber Security Framework

The Storage CR Assessment provides a bridge mechanism to assess client's current state and identify gaps against best practice requirements based on the NIST CSF.

Contains references to other industry recognized standards & frameworks:
ISO, COBIT, ISA, Council on Cyber Security, etc.

Workshop includes:

- Two-hour virtual consulting workshop with IBM Storage & Security POV
- Assessment probes over 100 different vital controls across 20+ key categories from a Cyber Resilience standpoint
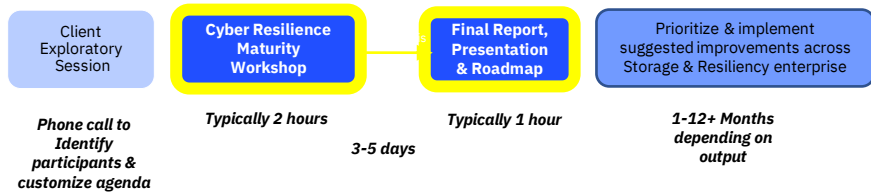- Delivered using technology / vendor neutral framework

Client Outcomes:

- Identification of blind-spots and recommended areas for improvement
- Discovery of the utilization of various existing solutions, integrations and overlaps that can be fine-tuned
- Customized Cyber Resilience strategy fitting the client's vision & mission

Deliverables:

- Detailed assessment report
- Management presentation
- Roadmap of recommended improvements & considerations

- Non-invasive
- Quick (2 hrs. to complete)
- IBM Funded

Cyber Resiliency Strategy and Roadmap

Client Exploratory Session	Cyber Resilience Maturity Workshop	Final Report, Presentation & Roadmap	Prioritize & implement suggested improvements across Storage & Resiliency enterprise
Phone call to Identify participants & customize agenda	Typically 2 hours	Typically 1 hour	1-12+ Months depending on output

3-5 days

Sample Deliverables

Contact the **IBM Client Centers**: lolguin@us.ibm.com
CRAT on Seismic

IBM

IBM Fusion: Cross-Brand Solutions

- Application Modernization

- Cloud Pak for Data / Cloud Pak for Security / Other Cloud Pak Solutions

- watsonx (.ai & .data)

- Virtualizing VMs with OpenShift

Let Arrow help you with this conversation with your clients

Look for Upcoming Arrow Enablement Calls & Training

Fusion and watsonx sales play

Huge Opportunity

On premises **watsonx**

872 watsonx deals in 2024 at $109M

75% on-prem

Fusion can **accelerate deployment** & **accelerate queries 7X-90X**

Great Momentum

59 watsonx.data wins in 4Q23

15 watsonx.data wins included Fusion

4 watsonx.data wins have Fusion opportunities

Q1 2024 Pipe
- Opportunities identified in all Geos except Japan

Great Support

Fusion watsonx t-shirt easy sizing

Fusion Wave
1   **watsonx** dedicated POK
1   **watsonx** dedicated EMEA (coming soon)

GPU strategy/alignment

Certified Fusion hardware coming

Benchmarks coming

Q1 Education – Data & AI, CSM, Partner, ATL

Your Action

Storage Sellers engage **watsonx** clients together with Data & AI Sellers

Use **Fusion HCI 4 special offer pricing**, **three t-shirt sizes**, and quantified client value

ELA Fusion software can be brought to Fusion or added to their own X86 hardware

Learn from actual client value for each case fusion offer

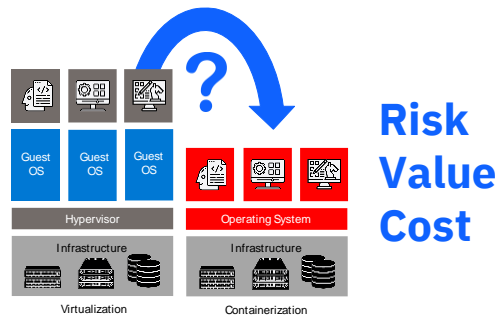|		
Majority of apps will be cloud-native	**Infrastructure Fork in the road**	**Maintain some VM-based apps**

Majority of apps will be cloud-native
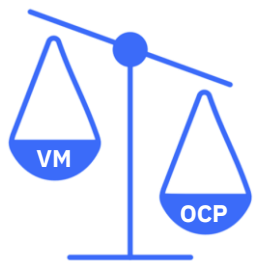
95% new
cloud-native
Read the Gartner report
Strategic replatforming
Source: State of Workload Deployment on Containers and Kubernetes
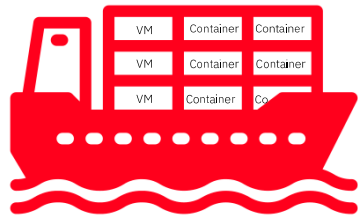
VM

OCP

Infrastructure Fork in the road

VM-based

Cloud-native

Double
Skills
Operations
Infrastructure

Modern
Native
Simplicity
Performance

Maintain some VM-based apps

Risk Value Cost

Guest OS Guest OS Guest OS
Hypervisor
Infrastructure
Virtualization

Operating System
Infrastructure
Containerization

OpenShift + Fusion runs VMs

First-class No duplication

VM Container Container
VM Container Container
VM Container Co...
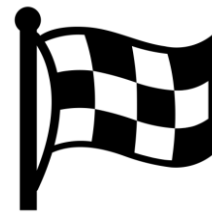
⇕ Cost
⇧ Simplicity
⇧ Performance
⇧ Protection
⇧ Availability

Rethink infrastructure

Start using Virtual Machines on OpenShift with Fusion

Learn more from your IBM Storage reps today

Arrow Solutions Lab

Leverage Arrow Solutions Lab for the ability to install multiple IBM point product tied together to show end-to-end total solution

IBM Storage
Storage Fusion
FlashSystems
Spectrum Virtualize
Storage Insight
CSM
Storage Ceph
Protect
Defender
Cyber Vault/Cyber Resiliency

IBM Software
Cloud Paks
WatsonX
Spectrum Virtualize
Storage Insight
CSM
Storage Ceph
Protect
Defender
Cyber Vault/Cyber Resiliency

IBM Security Products
ReaQta
MaaS360
Randori
Verifi
Guardium
Qradar Suite & SOAR
Qradar Soar

IBM Power Products
Storage Fusion
Power 9
Power 10
IBMi
AIX
Red Hat Enterprise
Storage Scale

IBM Red Hat Products
Ansible
OpenShift

End-to-end solutions coupled together in a demonstrable environment show casing solution real world problems

Updated Operating Model for IBM Storage (& Power) Offerings

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

- We are **designating standardized parts across all 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, <u>with appropriate approvals</u>**, for:

  - DS8000
  - Storage Scale System
  - Virtual Tape Server
  - TS1100 Tape Drives
  - TS4500 Tape Library
  - Diamondback Tape Library
  - Storage Area Network (SAN)
  - E1080 POWER Server

- For the remainder of the IBM Storage product lines, we will transition to a firm order only policy for these **High-Velocity Storage Offerings** (see next page). No need to place on OMV unless bundled with a High-end offering.

With this refreshed end-to-end approach, clients, partners, and sellers will experience:

Simplified Ordering - Improved Fulfillment – Faster Delivery

IBM

Storage Solutions

High End
OMV – High(B) / Low (P)
Can prebuild if approved

- DS8K
- TS7700 – HYDRA
- TS4500 – ANACONDA
- TS1100 – JAGUAR DRIVES
- DIAMONDBACK – 488x

- **SAN-B**
- **SAN-C**
- **ESS**

- **Norm. Leadtime = 15 Days**
- **Ext Leadtime = Varies**

High Velocity
No OMV scheduling
Firm-only policy

- FS5x/FS7x/FS9x
- SVC
- COS
- CEPH/DEFEND

- **LTO (LE) – 3555/357x/358x**
- **TAPE MEDIA – 3589/3599**
- **RMSS – 7226/72XX**
- **FUSION - 9155**

- **Norm. Leadtime = 10 Days**
- **Ext Leadtime = Varies**

Non-Standard Parts

- No planning sent to supplier
- 16-week (80-Days) leadtime in e-config
- Should have an equivalent standard part
- Book and chase model
- Planned ship date confirmed once supply secured

- **Norm. Leadtime = 80 Days**

Leadtime is business days. 5 days = 1 week. Plus transit time – Guadalajara approx. 1 week to 10 days.

IBM

IBM Storage: Deal Reg Groups and Product Mapping for Proficiencies

Deal Registration Code	Deal Reg Group Name	Proficiency Group Name	Proficiency Badges	Product
BPHWST001	Container (Hardware Changing to Hybrid Cloud (Hardware)	Storage for Hybrid Cloud	IBM Storage Fusion Sales Foundation	IBM Storage Fusion HCI (DEFAULT PRODUCT)
			IBM Storage Fusion Technical Sales Intermediate	
BPSWDRC136	Container (Software). Changing to Hybrid Cloud (Software)	Storage for Hybrid Cloud	IBM Storage Fusion Sales Foundation	IBM Storage Fusion SDS (DEFAULT PRODUCT)
			IBM Storage Fusion Technical Sales Intermediate	Storage Suite for IBM Cloud Paks
BPHWST002	Scale-out File & Object Storage (Hardware)	Storage for Data and AI	Storage for Data and AI Sales Foundation	ESS / Spectrum Scale Server (DEFAULT PRODUCT)
			Storage for Data and AI for Technical Sales	COS HW
BPSWDRC102	Scale-out File & Object Storage (Software)	Storage for Data and AI	Storage for Data and AI Sales Foundation	IBM Storage Scale (DEFAULT PRODUCT)
			Storage for Data and AI for Technical Sales	IBM Storage Discover
				COS SW
BPHWST004	Data Protection (Hardware)	Storage for Data Resilience	Storage for Data Resilience Foundational	Linear Tape-Open (LTO) (DEFAULT PRODUCT)
			Protecting Containerized Workloads with IBM Storage Protect Plus for Technical Sales Level 3	Tape Media
BPSWDRC103	Data Protection (Software)	Storage for Data Resilience	Storage for Data Resilience Foundational	IBM Storage Protect (DEFAULT PRODUCT)
			Protecting Containerized Workloads with IBM Storage Protect Plus for Technical Sales Level 3	IBM Storage Protect Plus
				Spectrum Storage Suite
BPHWST003	FlashSystem (Hardware)	IBM Storage FlashSystem	IBM FlashSystem Sales Foundation	FlashSystem - FS5nxx (Default Product)
			IBM FlashSystem Technical Sales Intermediate	FlashSystem - FS7, FS9
				Flash as a Service
				SVC HW
BPSWDRC101	Virtualize & Manage (Software)	IBM Storage FlashSystem	IBM FlashSystem Sales Foundation	IBM Storage Virtualize (DEFAULT PRODUCT)
			IBM FlashSystem Technical Sales Intermediate	IBM Storage Control & Storage Insights/Pro
BPHWDRC151	Enterprise Tape	Storage for Enterprise Virtual Tape Library	IBM Tape for Enterprise Storage Sales Foundation	Tape - High End Enterprise (DEFAULT PRODUCT)
			IBM TS7700 Virtual Tape Library Education for Technical Sales Level 3	Tape - High End Virtualization
BPHWST005	DS8K	Storage for IBM Z	Storage for IBM Z V2 Sales Foundation	DS8K (DEFAULT PRODUCT)
			IBM DS8000 Family Enterprise Disk Storage for Technical Sales Level 3	