



Arrow IBM Systems Programs and Incentives Update

February 26, 2024

Storage: Slides 3-36

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IBM Storage Enablement Offerings



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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 Cyber Academy



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

[Register Here](#)

(replays available)

- ☐ **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



Arrow IBM Storage Programs and Incentives Update



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

2 WEEKS.

NO COST. NO CONTRACT.

...because seeing is believing!

FlashSystem 5200



FlashSystem 7300



FlashSystem 5015

FlashSystem 5035

FlashSystem 5045



ONE FORM

- BP sends [request form](mailto:sander@irent.nl) 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



PRE-SALE! Propose & Earn

\$1,000



FIE Client Meeting

\$1,000



FIE Client Assessment

Sell & Earn

\$1,000-
\$15,000



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](#)

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 <i>Through June 30, 2024</i>	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 <i>Must be sold with FlashSystem</i>	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

- [KYI Registration Link](#)
- [KYI Registration Workshop Presentation and Recording](#)
- [KYI Getting Started - Interactive Guide](#)

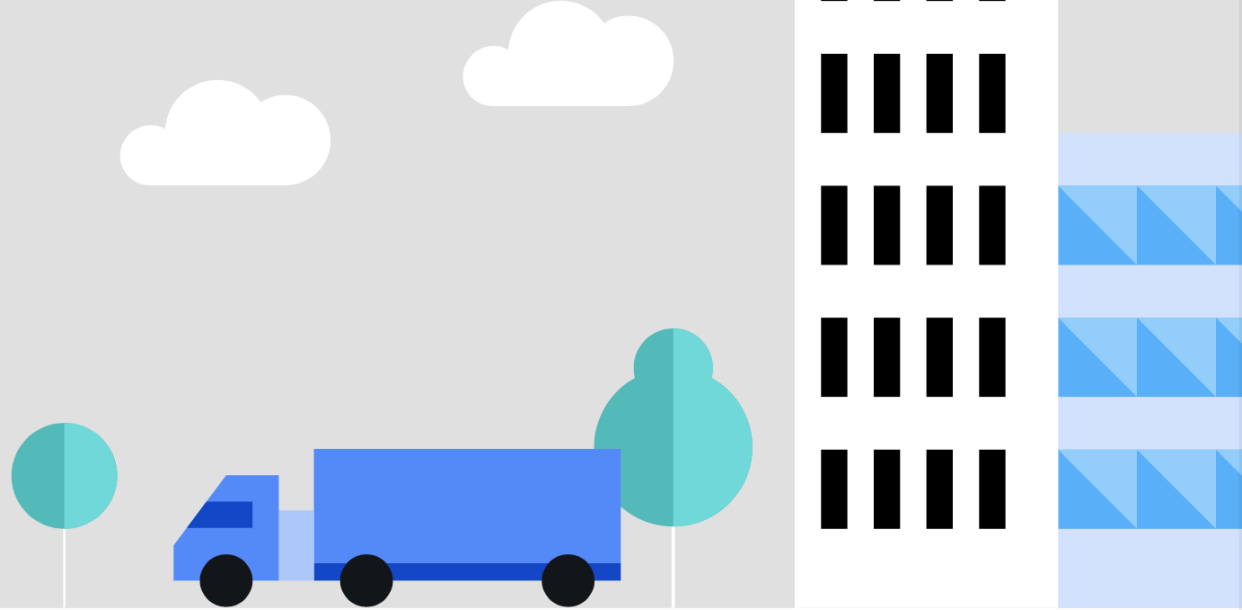
Note: Storage Rewards not available for GOE BPs or GOE End Users
Currently registered partners will receive a request to re-accept terms for 2024 (KYI Rewards and PartnerPlus)

[Get Started Here](#)



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 \(4 min\)](#)



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

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,

for BPs

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

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

for BPs

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

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)



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

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

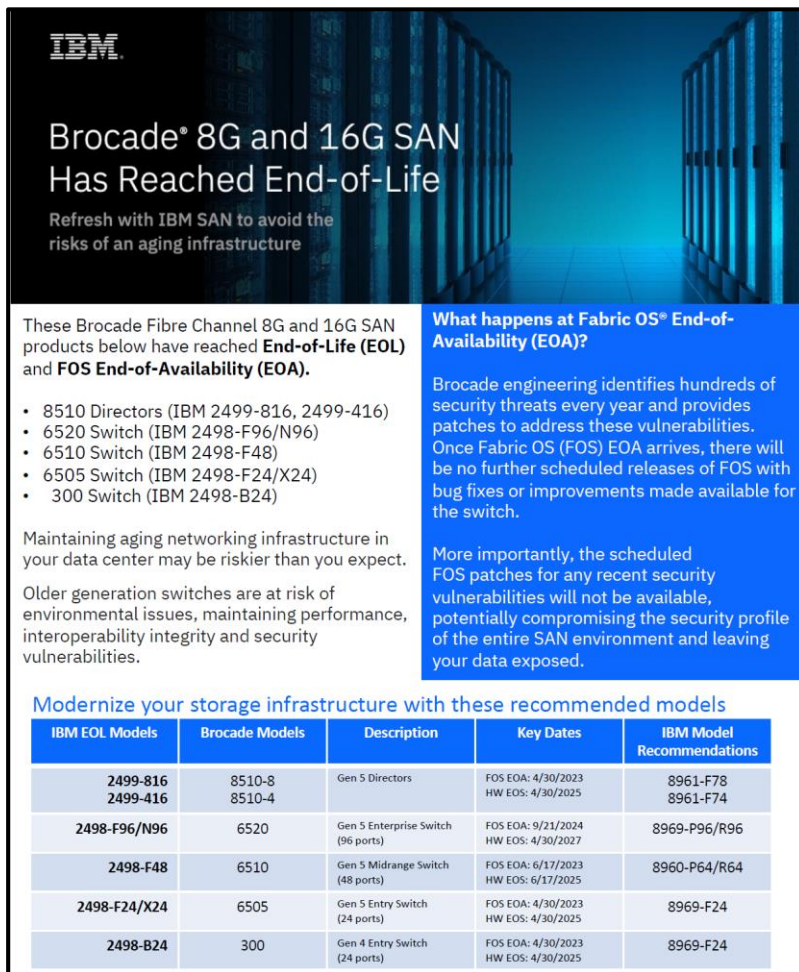
- Send customers this [flyer](#) to begin refresh discussions
- Help them identify Gen 5 switches that could impact solution performance
- Discuss potential security vulnerabilities of legacy switches
- Encourage them to avoid increased support costs and with an updated SAN infrastructure



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



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

Value Statement

“IBM FlashSystem will provide the upgrade of additional capacity you need going forwards, while leveraging your existing non-IBM storage assets; simplifying management, easing data migration and accelerating performance for the next 3 years at no additional cost”

A better way to **grow**

Supercharge
your upgrade...

- ✓ Accelerate applications
- ✓ Maximize existing storage investments
- ✓ Drive data placement across all storage with AI
- ✓ Simplify storage management
- ✓ Ease any required data migration

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.

Modernize and accelerate
ALL of your storage





IBM Storage No-Charge Removal Program

End Users benefit from having IBM remove their old IBM or non-IBM equipment at no charge 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 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 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 SAN b-type Promotions

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

IBM c-type SAN Promotions

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

IBM Storage Networking Promotions

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)

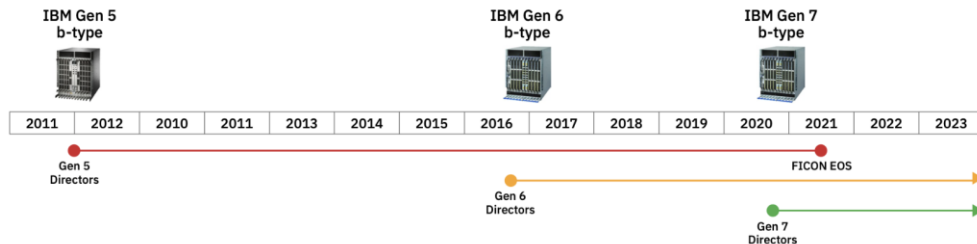
These Feature Codes are discounted

- **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



Ken Griffo

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

Mike Mortenson

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



IBM SAN c-type Director Program

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) : HALF POPULATED 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

- Entry Level 32G Configurations; For example, Qty 2– 32G SAN32C-6 with FlashSystem 5015/5035/5045
- 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

8S1962

8S1963

8S1964

8S1965

e-config Description

PROMO 8977T32 8 PORT 32G SW

PROMO 8977T48 24 PORT 32G SW

PROMO 9024V48 24 PORT 32G SW

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

Preapproved end user discounting on initial purchase price of Storage software products when they convert from a competitor

3.39 - IBM Storage Protect Loyalty

Discounts on S&S with Single year, multi year and reach back offers.

3.41 - IBM Storage Protect Fresh Start

This Play only applies to customers that are reinstating software that has lapsed for greater than 12 months.

3.42 – Storage Suite for Cloud Pak to Storage Fusion Migration

Transition existing Storage Suite for Cloud Pak customers to Fusion.



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	Watsonx & IBM Fusion to accelerate deployment and accelerate AI / queries 7x - 90x

Let Arrow help you with these conversations with your clients



Arrow Cloud Enablement (ACE), powered by IBM, presents:

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



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](#)

Cyber Resiliency: 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!](#)



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.

IBM Cyber Resiliency Assessment Tool (CRAT)

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

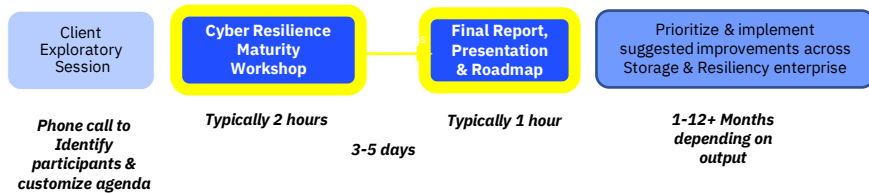
Client Outcomes:

- 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



Sample Deliverables



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

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

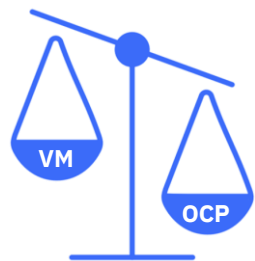
Storage Sellers engage **watsonx** clients together with Data & AI Sellers

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



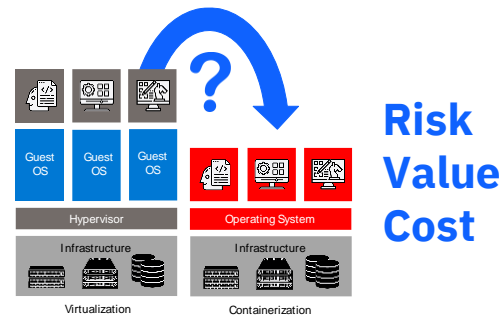
95% new
cloud-native
Read the Gartner report
Strategic replatforming

Source: State of Workload Deployment on Containers and Kubernetes

Infrastructure Fork in the road

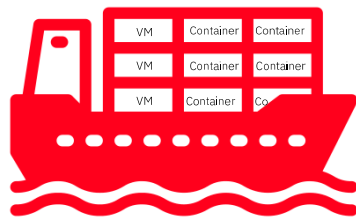


Maintain some VM-based apps



OpenShift + Fusion runs VMs

First-class
No duplication

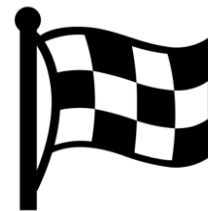


- ↓ Cost
- ↑ Simplicity
- ↑ Performance
- ↑ Protection
- ↑ Availability

Rethink infrastructure



Start using Virtual Machines on OpenShift with Fusion



Learn more from
your IBM
Storage reps
today

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, with appropriate approvals**, 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



Storage Solutions

You can find a list of standard and non-standard parts in respective ordering/configuration tools:
ACT Availability Tool: <https://www.ibm.com/servers/econfig/act/pages/workbench>
eConfig: <https://www.ibm.com/services/econfigcloud/#/>
StorM: <https://www.ibm.com/tools/storage-modeller/#/projects>

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 Storage: Deal Reg Groups and Product Mapping for Proficiencies

To see status & access training/badges for Proficiencies:

[IBM Learning Hub](#)

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	



IBM TLS , Q1 2024 Incentive Updates

February 13, 2024

NAVJOTE GILL

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](#)

1

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

3

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 and IBM 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 \(ibm.com\)](#)

IBM Power Systems

Incentives and Offerings

1Q 2024

Dave Waddell

Supplier Manager, IBM Power



Updated Operating Model for IBM Power

What's Changing and Why?

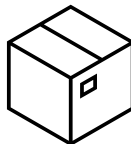
– New operating model for IBM Power and IBM Storage - Announcement and FAQs: <https://ibm.seismic.com/Link/Content/DCRCmGXGc4c3G8TWd7gJQHg8BDbj>

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

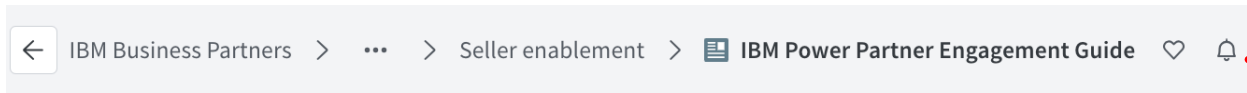
PowerVS education for Power sellers

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
-
- Register for Part 1 here <>
 - 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



Key Seismic Pages to Bookmark



Click the Bell on EACH page to FOLLOW and receive automatic notifications



IBM Power Partner Engagement Kit

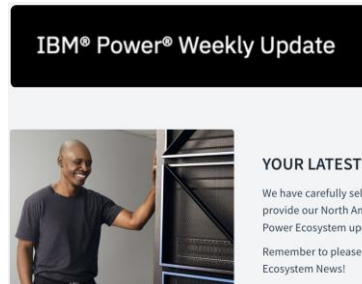
A one stop shop and launch pad for IBM Power Partners looking for up to date resources and content, for use across the selling cycle.

Designed specifically for partners; you can expect to find assets, materials and campaigns to get you on-board and excited about selling leading IBM

IBM Power Partner Engagement Kit

[Link](#)

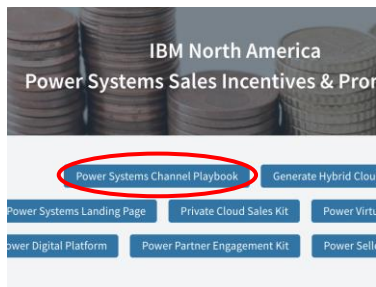
A one stop shop and launch pad for IBM Power Partners looking for up to date resources and content, for use across the selling cycle.



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 Partners with important links, including the quarterly Power Systems Playbook



IBM NA Power Seller's Reference Guide

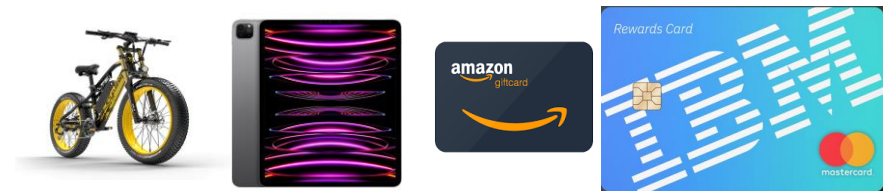
[Link](#)

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 \$	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 Promo Flyer here	\$1k towards any new VPC resources, including Power Virtual Server	<ul style="list-style-type: none">Valid on new orders only, Promotion while supplies lastCannot 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	PowerVS COE/Client Engineering
Medium	ACV \$150-\$250K	\$30k	
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 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 KYI – Know Your IBM PowerVS details	Client Meeting, Demo. POC, Signed Contract	USD: Meeting/Demo \$250 up to \$500, POC \$600, Contract \$1000

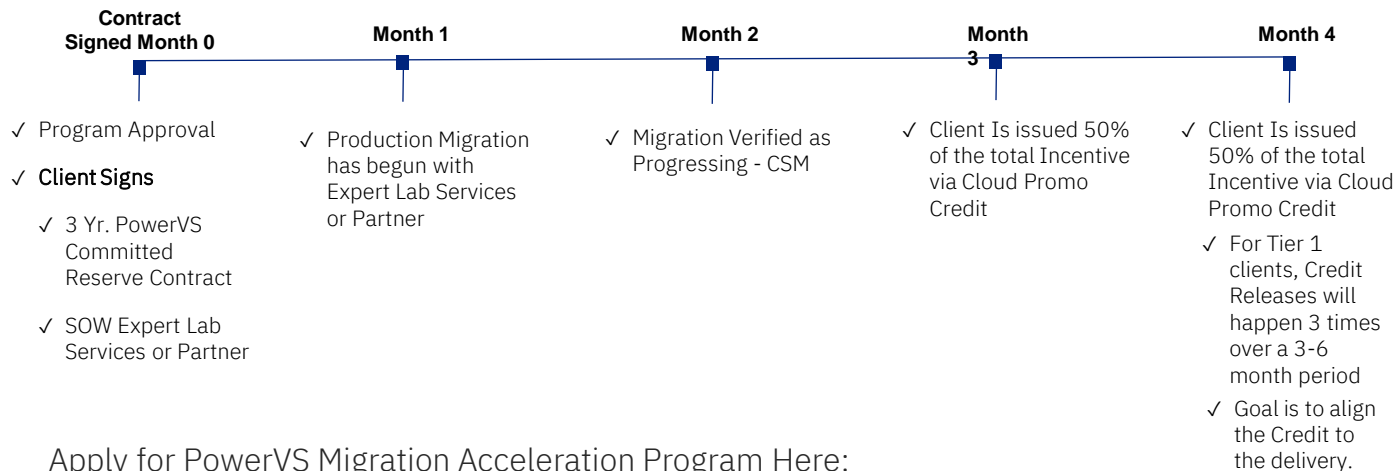
PowerVS Migration Program Description

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



Apply for PowerVS Migration Acceleration Program Here:

<https://w3.ibm.com/w3publisher/power-vs-end-to-end-sales-process/powervs-migration-acceleration>

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



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

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/m5npnwcxao8tsxrue34wuuevqvzdb00>

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

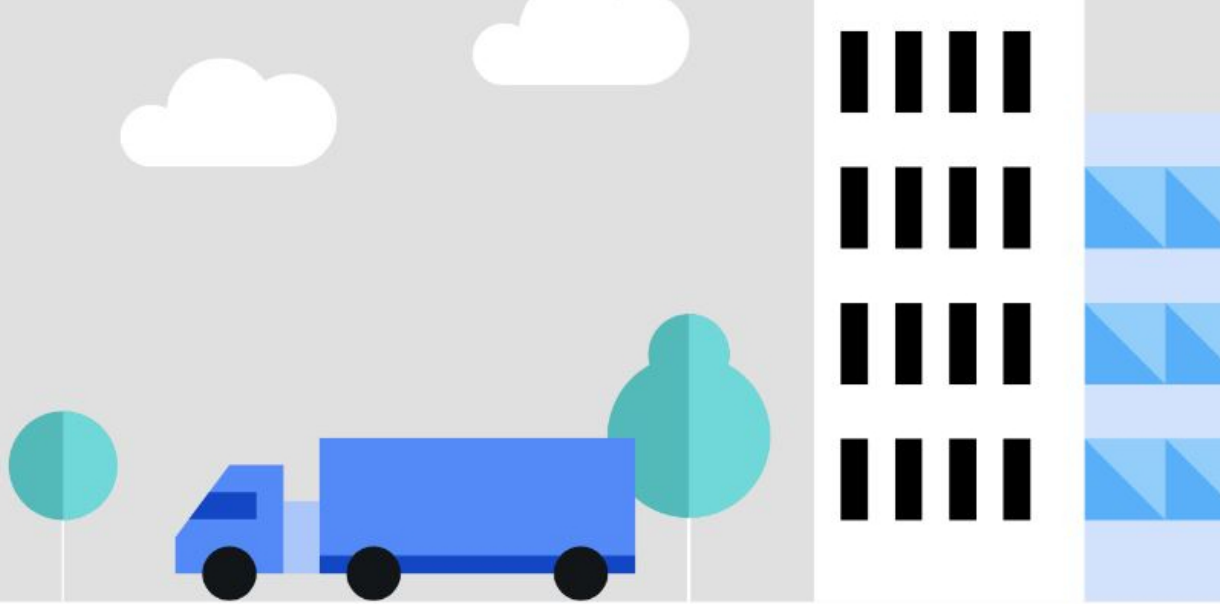
Start your request here:

[IBMers click here to access SalesWon](#)

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

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

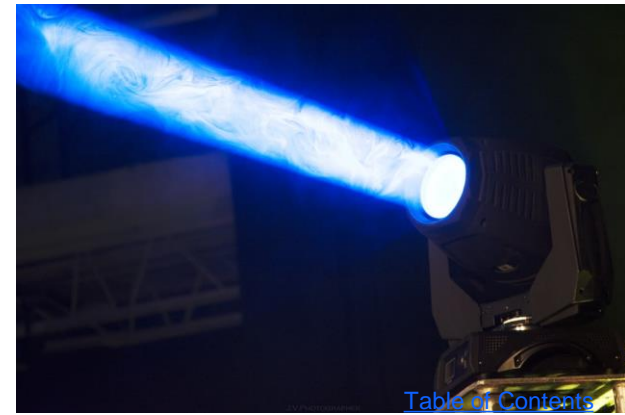
[Registration](#)

[Replays](#)

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

[Registration](#)

[Replays](#)



Current IBM Power Proficiency Badges

<https://www.ibm.com/training/bplearn>

This badge earner has 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 Systems
Sales Foundation



This badge earner has technical knowledge of the IBM 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 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 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 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 Power10 E1080 Scale-Up Power9 E980 Scale-Up Power9 E950	Power10 S1022 Scale-out Power10 S1014 Scale-out Power10 S1024 Scale-out Power10 S1022s Scale-out Power10 S1022 Scale-out Power10 S1014 Scale-out Power10 S1024 Scale-out Scale-Out HW Power9 S914 Scale-Out HW Power9 S922 Scale-Out HW Power9 S924	Power System IC922 Other POWER9 LC921 Systems Power System IC922 Other POWER9 LC921 Systems HANA excl L Systems - POWER9 H924 Scale-Out Power10 L1022 Scale-out Power10 L1024 Scale-out Other POWER9 LC922 Systems Power System AC922 Air-Cooled HANA excl L Systems - POWER9 H922 Scale-Out Scale-Out POWER9 L922 Systems Power System AC922 Water-Cooled	ECOD Mktp Scale-Up HW Power9 Power Networking Switches Power Systems Other HW/Racks/HMC	Power Compilers IBM i Subscription Term Licensing SW - SmartCloud Entry for Power (not HPC, nor VA Linux) Power Middleware Software - AIX EE Value Add (not HPC, nor VA Linux) Software - AIX Software - IBM i System (not HPC, nor VA Linux) Software - PowerHA (not HPC, nor VA Linux) Software - PowerSC (not HPC, nor VA Linux) Software - PowerVC (not HPC, nor VA Linux) Software - PowerVM (not HPC, nor VA Linux)	Linux Value Add SW Software - Linux OS (gross) Power Compilers Software - AIX Software - PowerVM (not HPC, nor VA Linux)

Thank you

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dwaddell@arrow.com

