

IBM 2012 Power ISV Solution Connection Program

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The offer

To recognise Business Partner Solution Providers' increased support of IBM products by working with ISVs to identify and close deals involving selected IBM Power Systems products, IBM will pay Solution Providers an additional rebate for every deal they close that involves a qualifying ISV and an ISV solution. To be eligible for this offer, the following requirements must be met:

- The Solution Provider (or the qualifying ISV) must submit a Marketing Plan (^) to the IBM Power Systems Channel Manager (see list in the "Additional Information" section). The Marketing Plan must include the following:
 - Name of the ISV
 - ISV Contact Name, Email, Phone Number
 - Name of the Solution Provider (when applicable)
 - List of planned actions (Action Plan)
 - Expected number of opportunities and revenue generated

An ISV can be listed by more than one Solution Provider. A Solution Provider may list also themselves if they are registered IBM ISV for Power Systems.

When the Solution Provider submits the Marketing Plan they formally apply to participate in the Program and agree that IBM will disclose details of the rebates offered (excluding the rebate amount) to the Solution Provider, to the ISVs to whom IBM also promotes this Program.

The IBM Power Systems Channel Manager may require additional information from the Solution Provider before making a decision on allowing the Solution Provider's participation in the Program.

The IBM Power Systems Channel Manager's decision will be communicated to the Solution Provider by email within five working days from the receipt of the Marketing Plan and will be final.

(^) Submission of a Marketing Plan is expected to be on a quarterly basis. However, this may vary depending on each IMT. Please contact your IMT Power Systems Channel Manager to confirm.

- Participating ISVs (or Solution Providers) must register opportunities and name their co-operating IBM Business Partner Solution Provider (when applicable) by sending the Opportunity Registration Form (Appendix A: IBM Power ISV Solution Connection Program (ZU12-0207) - Opportunity Registration Form) to the respective IBM Power Systems Channel Manager covering the country of the customer's address. Eligibility will then be confirmed via email to the ISV and their nominated Solution Provider (when applicable) by the Channel Manager once the opportunity has been validated and deemed to be eligible. The Solution Provider is expected to enter the opportunity in GPP.

The registration of the transaction must include clear reference that the ISV is working with the Solution Provider on the opportunity that has lead to the order. In order to comply with this requirement, the Solution Provider's name, the End User Customer's name and the Hardware Product Platform must match in the registration and the order (sales out record). If the ISV is registered in more than one Solution Provider's Marketing Plan, the rebate will be paid if the contract is won by the Solution Provider the ISV named as his co-operating partner.

The date of the registration must precede the order (from Distributor inventory: sales out) date but must not be before January 01, 2012.

Any rebate payment that may be due according to the terms of this Program will not be processed until the registration is confirmed.

- The ISV must confirm that they are selling an application solution to the named End User Customer and that solution will be deployed on the IBM hardware sold in the qualifying transaction. In the case that IBM wanted to audit the Solution Provider's rebate claim and further proof of the solution sale will be required, the Solution Provider and the co-operating ISV must be able to provide evidence that the application solution sale took place and the solution has been deployed on the qualifying IBM hardware. As such a proof a signed Project Plan with relevant information included or a solution invoice dated 180 calendar days before or after the IBM hardware order date (order placed with IBM) or sales out date may be accepted.

Notes:

- For the purposes of this program, a qualifying ISV (Independent Software Vendor) is a company who is registered with IBM as a Developer and/or Reseller of application solutions and has been validated by IBM for the Value Seller Program. The ISV, therefore, will have an IBM PartnerWorld registration number (CEID) and be listed for the country of the End User Customer of the opportunity on the “ISV Solutions List for Power Systems” located at: http://public.dhe.ibm.com/partnerworld/pub/misc/isv_solutions_list_for_power.xls
- If the ISV is not yet registered with IBM and does not have an IBM PartnerWorld registration number (CEID) but has been deemed to be eligible by the IBM POWER Systems Channel Manager, the ISV must agree to request IBM PartnerWorld registration as an ISV no later than the end of the quarter when the ISV has been approved for the Program.
- IBM will encourage ISVs to promote IBM POWER Systems hardware to run the ISV’s application solution in the End User Customer business. ISVs will be encouraged also to work closely with IBM POWER Systems hardware remarketers and will be made aware that their co-operation may earn them a reward through the Solution Provider as IBM expects that the Solution Provider shares the benefits of this Program with their co-operating ISV.

Eligible products

IBM Power products:

The following Power products sold with any operating system:

Description	Machine Type Model	Rebate (USD) per machine if sold with AIX or Linux OS* USD	Rebate (USD) per machine if sold with IBM i* USD
BladeCenter JS12	7998-60X	750	1200
BladeCenter PS700	8406-70Y	750	1200
BladeCenter PS701 Express	8406-71Y	750	1200
BladeCenter PS702 Express	8406-71Y	750	1200
BladeCenter PS703 Express	7891-73X	750	1200
BladeCenter PS704 Express	7891-74X	750	1200
Power Model 710 Express	8231-E2B	1500	2000
Power Model 710 Express	8231-E1C	1500	2000
Power Model 720 Express	8202-E4B	1500	2000
Power Model 720 Express	8202-E4C	1500	2000
Power Model 730 Express	8231-E2B	1500	2000

Power Model 730 Express	8231-E2C	1500	2000
Power Model 740 Express	8205-E6B	1500	2000
Power Model 740 Express	8205-E6C	1500	2000
Power System 750	8233-E8B	3000	4500
Power System 755	8236-E8C	3000	4500
Power System 770	9117-MMC	3000	4500
Power System 770+	9117-MMD	3000	4500
Power System 780	9179-MHC	3000	4500
Power System 770+	9117-MMD	3000	4500
Power System 795	9119-FHB	3000	4500
PowerLinux 7R1	8246-L1C	500	N/A
PowerLinux 7R1	8246-L1S	500	N/A
PowerLinux 7R2	8246-L2C	500	N/A
PowerLinux 7R2	8246-L2S	500	N/A

* or local currency equivalent (see Appendix C)

Please note that IBM limits the number of systems for which the incentive is paid for the same customer opportunity to three.

For Italy only: Please note that transactions for qualifying High Availability ISVs with IBM i (Vision Solutions, Traders/QuickEDD, Maxava) must include a CBU system, identified with hardware feature #0444 (POWER7 720/740/750), #4898 (POWER7 BladeCenters), #4891 (POWER7 770/780) or #4896 (POWER7 795)"

Including in eligible products:

- Eligible products sold from Distributor's Inventory
- SDI products
- Model Upgrades
- Order backlog (orders placed but not yet shipped) that meets the requirements
- Products purchased under special bid terms (including frame agreement and IVO offerings)

Excluding:

- All MES Products
- 'after market' (MES) orders for features
- Products purchased under demonstration or development terms
- Products purchased for IBM BP internal use or Managed Services provided by the Business Partner
- All used equipment
- Orders for Try and Buy equipment

This program rebate can be combined with other discounts, credits or rebates on the eligible products.

Start and/or end dates

The eligible hardware product must have been ordered by the IBM Business Partner from IBM on or after January 01, 2012 but no later than December 31, 2012. In case the hardware order is fulfilled by a Distributor from the Distributor's inventory, the sales out date of the eligible hardware must be between January 01, 2012 and December 31, 2012 inclusive, as reported by the Distributor in the IBM Sales Out Reporting Tool (SORT).

Where is it available?

This Program is valid for all IBM Power Systems Solution Providers who have signed the appropriate IBM Business Partner Agreement in Europe, Middle East and Africa excluding any U.S. embargoed countries.

Additional information/condition

IBM Power Systems Channel Managers:

Geography	Countries	Channel Manager	email
Alps IMT	Austria, Switzerland	Agnes Seiler	asei@ch.ibm.com
Germany IMT	Germany	Wolfgang Berger	haberge@de.ibm.com
Nordics IMT	Denmark, Finland, Iceland, Norway, Sweden,	Anders Rådlund	RADLUND@se.ibm.com
UKI IMT	United Kingdom, Ireland	Nick Emerson	nick_emerson@uk.ibm.com
Benelux	Belgium, Luxemburg, Netherlands	Freek Segers	freek_segers@nl.ibm.com
France IMT	France	Omar Archer	archer@fr.ibm.com
Italy IMT	Italy	Giandomenico Gaspari	g_gaspari@it.ibm.com
SPGI IMT	Spain, Portugal, Greece, Israel, Cyprus	Eduardo Gomez Cabero	egcabero@es.ibm.com
CEE GMT	Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kosovo,	Pavel Vlk	pavel_vlk@cz.ibm.com

	Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey. Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan		
MEA GMT	Afghanistan, Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Northwest Africa, Oman, Pakistan, Palestine, Qatar, Saudi Arabi, Sudan, Syria, Tunisia, United Arab Emirates, Western Sahara, Yemen. Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde Islands, Central Africa, Central African Republic, Chad, Congo, Congo Rep, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Thome Island, Senegal, Seychelles, Sierre Leone, Somalia, South Africa, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.	Mohamed Naceur Trabelsi	mntrabelsi@ae.ibm.com

The IBM Power Systems Channel Manager (above) will provide the list of approved Solution Providers to IBM BPSO.

In case that the eligible system is sold out from Distributor inventory with a Value Seller Adder, the Distributor's claim must be received by IBM within 30 calendar days after the

sales out date of the qualifying system. The sales-out date must be within the validity period of this Program (see 'Start and/or End Dates' section).

Solution Providers will not be eligible for this Program if they, or their ISV, hold a contract with a Public Sector End User Customer to advise on the selection of products or services.

When you market to Public Sector End Users for whom you do not hold a contract to advise on the selection of products and services, if required by law or by such End User's policies or procedures, you must notify the Public Sector End User Customer in writing of your role in marketing IBM products and services including that you may receive a bonus from IBM for such marketing activities and provide IBM with a copy of the written notice. In the event you violate any of these provisions, IBM is not liable to pay you rebate, and if we have already paid you, you agree to repay it promptly on demand.

A Public Sector End User shall be defined as the (i) government of any country, state, city, county, town, territory or other municipality, (ii) any corporation, educational institution or other entity that is owned or controlled by, or subject to the procurement regulations of, any entity in subsection (i) immediately above, and (iii) any prime contractor who holds a contract with any entity in subsections (i) and (ii) immediately above.

How to claim

Tier 2 Business Partner Solution Providers must nominate an IBM Business Partner Distributor as their Payment Agent by completing the form in Appendix B and sending it to their nominated Distributor for the claim process. The nominated Distributor must be in the same country as the Solution Provider and where the sale was conducted.

To qualify for the rebate, the Business Partner Solution Provider must submit a claim via the standard e-Claim process tool by January 31, 2013 including the below information:

- Reference PLET ZU12-0207 - ZV12-0209
- Name of the IBM Business Partner Solution Provider
- Name of the IBM Business Partner Distributor.
- The ISV's confirmation that they are selling an application solution to the named End User Customer and that solution will be deployed on the IBM hardware sold in the qualifying transaction.
- Distributor Order Number.
- The MTM of the eligible POWER hardware sold.
- The Operating System description (AIX, Linux, IBM i) and feature number
- Amount of Rebate claimed
- Written confirmation that for any Public Sector transactions you do not hold a contract with the Public Sector End User Customer to advise on the selection of products or services.

- Copy of your notification to the Public Sector End User Customer of your role in marketing IBM products and services and you may receive an incentive payment from IBM for such marketing activities.

Notes:

- To request the latest eClaimer template, send an email to ibmclaim@uk.ibm.com with 'Request 6' in the Subject-line.
- To request the latest eClaimer guide, send an email to ibmclaim@uk.ibm.com, with 'Request 5' in the Subject-line.

The following Standard Terms and Conditions apply:

- IBM reserves the right to request additional information concerning the relevant transactions at any time and to reject requests which the eligibility criteria is not met.
- This Program rebate is in addition to the base discount that your company would normally receive for these products as specified in the applicable IBM Distributor Product Exhibit within the IBM Business Partner Agreement.
- If IBM determines during its audit activities that the relevant transaction(s) do not qualify for the Program, in addition and without prejudice to any rights IBM may have under the Business Partner Agreement or otherwise in law in respect of such transaction (s), the relevant discounts shall become repayable to IBM and IBM may recover such sums directly from the Business Partners.
- IBM makes no commitment that this promotional discount/rebate will apply in any future program.
- IBM reserves the right to modify or withdraw this promotion at any time.
- Void where prohibited, restricted or taxed.

History of Revisions

Date of revisions	Details of revisions	Effective date of change
November 16, 2012	<ul style="list-style-type: none"> ▪ Exclude any U.S. embargoed countries. ▪ Add the new P7+ models : 9117-MMD (770+) and 9179-MHD (780+) 	November 16, 2012
July 17, 2012	<ul style="list-style-type: none"> ▪ Include PowerLinux 7R1 (M/T 8246-L1C & 8246-L1S) in the list of Eligible Products. ▪ - Change the email address where the claims must be sent to. 	July 10, 2012
July 02, 2012	<ul style="list-style-type: none"> ▪ Include PowerLinux 7R2 (M/T 8246-L2C & 8246-L2S) in the list of Eligible Products. 	July 01, 2012
June 14, 2012	<ul style="list-style-type: none"> ▪ Correct hyperlink for http://public.dhe.ibm.com/partnerworld/pub/misc/isv_solutions_list_for_power.xls 	January 03, 2012
May 28,	<ul style="list-style-type: none"> ▪ Confirm that Solution Providers must request approval 	May 28, 2012

Date of revisions	Details of revisions	Effective date of change
2012	from their respective Power Channel manager to participate in this promotion.	
March 28, 2012	<ul style="list-style-type: none"> ▪ Add Italy only product term 	March 28, 2012
March 02, 2012	<ul style="list-style-type: none"> ▪ Add Power System 755, 770 and Power 780 in the list of eligible products list. ▪ Include new URL to access the “ISV Solutions List for Power Systems” 	March 02, 2012
January 13, 2012	<ul style="list-style-type: none"> ▪ Correct URL to access the list of “ISVs and RSIs eligible for the Power Systems Solutions Adder” ▪ Include Power 795 in the eligible products list 	January 03, 2012

Appendix A: IBM Power ISV Solution Connection Program (ZU12-0207) - Opportunity Registration Form

(To be completed by the Business Partner Solution Provider)

Please copy this form into an email, complete all fields and send to the relevant IBM Power Systems Channel Manager.

Hereby we register with IBM Power Systems the following opportunity for the sale of a Power Systems model to an End User Customer to whom our company has sold/intends to sell a business application to be run on the new Power System model being offered. Our company operates as an Independent Software Vendor (ISV) registered with IBM through IBM's PartnerWorld program.

Country of your company (ISV): _____

Name of your company (ISV): _____

IBM PartnerWorld registration number: _____

Your contact for this opportunity (First Name, Surname, email address):

Phone number: _____

Name of customer: _____

Address of customer (House number, Street, City, Post code)

Name of Hardware Vendor: _____

(Please specify either IBM or name of Business Partner you have been working with to offer the solution with IBM Power Systems hardware to the customer)

Hardware Vendor's Contact Name and E-mail address:

Brief description of the project:

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I certify by submitting this form that I am in compliance with the terms and conditions of the POWER Systems ISV Solution Connection Program, and that all of the information I have entered on this Opportunity Registration form is accurate, complete, and in accordance with the request instructions.

Name: _____ Date: _____

Title and Company name: _____

This data, at any time revocable for you, may be stored by IBM or an affiliate on an international server and used by IBM and its Business Partners. However, your data will only be used for this transaction and program.

Appendix B: IBM 2012 Power ISV Solution Connection Program - Nomination of Distributor as Payment Agent ZU12-0207

(To be completed by the Business Partner Solution Provider)

Solution Provider / Reseller Information

Company Name: _____

City: _____

Post / Zip Code: _____

Country: _____

Telephone: _____

We request payment via the following IBM Business Partner Distributor to be our nominated 'Payment Agent' for payments earned under the "IBM 2012 Power ISV Solution Connection Program".

Distributor Name: _____

Country, Location: _____

Contact Name: _____

Address:

Telephone: _____

e-mail: _____

Solution Provider / Reseller Signature: _____

Name (Please Print): _____

Position: _____

Date: _____

Appendix C: LOCAL CURRENCY CONVERSION

COUNTRY	LOCAL CURRENCY (LC)	LC / 1 US\$
Eurozone	EURO	1,0
Denmark	Krone	7,6
Iceland	Krona	87,5
Israel	ShIekel	4.998
Norway	Krone	8,3
Sweden	Krona	8,6
Switzerland	Franc	1.1
United Kingdom	Pound	0.645