

IBM Software as a Service (SaaS) Referral Incentive

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Internal Letter Section

Title: IBM Software-as-a-Service (SaaS) Referral Incentive
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The offer

IBM announces our first incentive program for 'Software-as-a-Service' (SaaS) products.

Qualifying IBM Tier 2 Business Partners can earn a fee where they demonstrate that they introduced and participated in creating an opportunity that resulted in IBM's sale of an eligible IBM SaaS offering to a new end user customer.

Fees paid are as follows:

15% on the Annual Contracted Value of the end user customer for all eligible products except for WebSphere Cast Iron products for which the fee is 10%.

A maximum fee payment of \$150,000 will apply to any claim.

This incentive is valid on Direct IBM deals only. Deals fulfilled through a Business Partner are not eligible.

This incentive cannot be combined with payment under the IBM Software Value Incentive (SVI) program or SVI Solution (Industry & Capabilities) payments.

This fee will apply on orders for all new commercial customers in Industry Solutions SaaS offerings (Coremetrics, Sterling and Unica). Effective 31 May, this incentive is extended to include Smarter Cities products.

This SaaS Incentive is not available on orders for Public Sector End User customers.

Earned fees will become payable 60 days after the end user customers SaaS service has been provisioned.

Fees will be based on qualifying orders placed on IBM for eligible Passport Advantage SaaS product numbers.

Multiple year contracts on initial signing will be eligible for fees on the anniversary of the contract with payment being set after 60 days provision within the subsequent year where no alternative fee program is made available.

To be eligible to receive fees the Tier 2 Business Partner must:

1. Enrol under this program
2. Register his deal
3. Claim his fee

Following is a summary of each of Enrollment, Opportunity Registration and Claim Processes. For complete details please refer to the Industry Solutions Software-as-a-Service Incentive Operations Guide (Industry Solutions SaaS Incentive Operations Guide) at:

https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/swg_com_sfw_sc_saas

Enrolment

To participate in this program Business Partners must meet the following criteria:

- i) They must be a PartnerWorld member in good standing in the country where the Business Partner is applying.
- ii) They must complete and register at least one Software Sales Mastery test in each Eligible Product Group(s) they apply for. See table under “Eligible Products” below for eligible tests. For all Industry Solutions product groups the SVP Smarter Commerce Capability Authorisation will count for all sales mastery requirements for Smarter Commerce SaaS products. Certification must be in place prior to enrolment.
- iii) They must accept terms of the IBM PartnerWorld Agreement and its Attachment for Industry Solutions Software-as-a-Service (SaaS) Incentive.
- iv) The participating Business Partner must be approved by IBM into the SaaS Incentive prior to claiming any fees under this SaaS Incentive, and accepted prior to the sales order date of any transaction they wish to claim.

For full details on enrollment, opportunity registration and claim processes please refer to the Industry Solutions SaaS Incentive Operations Guide.

Business Partners can enrol at: https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/swg_com_sfw_sc_saas

Registering Opportunities

Once your company has been accepted to participate in the SaaS Business Partner Incentive, you may start registering opportunities using the SaaS Portal: ibmhelp@saas incentive.com

A deal must be registered at least 15 days prior to the end user customer order date.

Please note that this is currently a standalone system and not connected to IBM Global Partner Portal (GPP) or any other IBM IT systems.

If you have any questions regarding the submission of your opportunity registration you can e-mail or call our dedicated support team:

E-mail: ibmhelp@saas incentive.com or Telephone: +44 1844 393 069

Claim Process

All fee requests must be submitted using the SaaS Incentive opportunity registration portal no more than 60 days after the end user customer sales order date.

All claims must be supported by an opportunity registration (see above).

All claims must be supported by documentary evidence as specified in the Industry Solutions SaaS Operations Guide.

IBM reserves the right to request further detailed information from a Business Partner to support their claim. This may include end user customer correspondence that verifies that the Business Partner performed the opportunity identification and opportunity ownership responsibilities for which for which the IBM Business Partner requests a fee.

Eligible products/offerings

Fees will be based on qualifying orders placed on IBM for eligible Passport Advantage SaaS product numbers. For a complete and up to date list of eligible part number please refer to the Operations Guide at:

https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/swg_com_sfw_sc_saas

At time of announcement update the following products are covered:

- IBM Coremetrics Web Analytics
- IBM Coremetrics Impression Attribution
- IBM Coremetrics Lifecycle
- IBM Coremetrics Social Analytics
- IBM Coremetrics Multichannel Analytics
- IBM Coremetrics Ad Target
- IBM Coremetrics Intelligent Offer
- IBM Coremetrics LIVEmail
- IBM Coremetrics Search Marketing

IBM Unica Email Optimization
IBM Unica MailboxIQ
IBM Unica Marketing Operations OnDemand
IBM Unica eMessage

IBM Sterling B2B Collaboration Network
IBM Sterling Transformation Services
IBM Sterling File Transfer Service
IBM Sterling Configure, Price, Quote on Cloud (NA only)
IBM Sterling Supplier portal
IBM Sterling Supply Chain Visibility
IBM Sterling TMS Shipment Record
IBM Sterling TMS Simultaneous Session
IBM Sterling TMS Parcel Rating

IBM WebSphere Cast Iron

IBM Traffic Information Hub on IBM SmartCloud
IBM Work Optimization for Water Utilities on IBM SmartCloud
IBM Intelligent Operations Center on IBM Smart Cloud

Exclusions

- Any SaaS set up charges or associated part numbers are excluded from any fees paid under this SaaS Incentive. Fees will only be applied to Passport Advantage part numbers for the applicable SaaS subscription service that the end user customer orders from IBM.
- Any end user customer SaaS overage charges are specifically excluded from the fee.
- Public Sector End User customer accounts do not qualify.
- Sales on existing Industry Solution SaaS offerings to which an existing customer currently subscribes are excluded and Business Partners cannot claim a fee on these offerings; however, Business Partners may submit a claim on a new order for an eligible Industry Solution SaaS offering to which that same end user customer has yet to subscribe. For example, the end user customer already uses Coremetrics and the IBM Business Partner positions a Sterling B2B offering that results in an IBM sale of the B2B SaaS products.

Start and/or end dates

This program is valid for eligible opportunities registered from 11 November, 2011.

Smarter Cities products are eligible from 31 May, 2012.

Business Partners are welcome to enrol in this program immediately.

Where is it available?

This offer is valid in all European, Middle Eastern and African countries.

Marketing information

IBM Business Partners have expressed strong interest in teaming with IBM to take IBM's Coremetrics, Sterling, and Unica SaaS offerings to market. Many end user customers rely on their IBM Business Partners to deliver total solutions. Through this SaaS incentive eligible Business Partners who meet the criteria to market Enterprise Market Management, Supply Chain Management, and Commerce solutions will have the opportunity to earn valuable incentives on qualifying opportunities.

Questions related to this program should be directed to your IBM Representative.

Marketing channels

This offer is valid for all IBM Tier 2 Business Partners who successfully enrol for the incentive.

Additional information/conditions

The following Standard Terms and Conditions apply:

IBM Business Partner Agreement.

IBM reserves the right to change, modify, withdraw, or extend the SaaS Incentive and will give Business Partners at least 30 days notice in writing of any substantive changes, including but not limited to qualification criteria, percentage payouts, and change to the SaaS Incentive end-date.

All Business Partner opportunities registered during the term of the SaaS Incentive will be migrated when possible to the appropriate IBM SaaS Business Partner program.

Void where prohibited or restricted

Currency Exchange Rates:

CURRENCY	LC / 1 US\$	US\$ / 1 LC	RIC CODES
	USD as a base	LC as a base	
Danish Krone	7.6000000	0.1315800	DKK
EURO	1.0000000	1.0000000	EUR
Nowegian Krone	8.3000000	0.1204800	NOK

Swedish Krona	8.6000000	0.1162800	SEK
Swiss Franc	1.6300000	0.6135000	CHF
South African Rand	7.0000000	0.1428500	ZAR
British Pound	0.6451613	1.5500000	GBP

History of Revisions

Date of revisions	Details of revisions	Effective date of change
31 May, 2012	<ol style="list-style-type: none"> 1. Name change...to include 'Referral' 2. Smarter Cities products added to this incentive 3. Change or fee % for Cast Iron and Sterling B2B products 4. A maximum fee per claim has been added 5. Enrolment criteria: BPs are required to accept terms of the IBM PartnerWorld Agreement and its Attachment for Industry Solutions Software-as-a-Service (SaaS) Incentive 6. Clarification – this incentive is valid only for IBM Direct Deals 7. Clarification – this incentive cannot be combined with payments made under the SVI Program of SVI Solutions (Industry & Capabilities) Program 	31 May, 2012
7 June, 2012	Correction: 15% fees apply to Sterling B2B products	31 May, 2012