

## **IBM Retail Store Solutions customer reference Business Partner incentive (expires December 14, 2011)**

Announcement Letter Number 511-254, June 14, 2011

### **Value proposition**

Business Partners can receive one no-charge Retail Store Solutions Sales Summit® (RS4) registration in 2012 for submitting two IBM® Retail Store Solutions customer references.

### **The offer**

For a limited time only, if eligible IBM Business Partners submit two (2) qualifying IBM Retail Store Solutions customer references for End Users\* that are accepted by IBM under the terms of the IBM Client Reference Program, they can receive one (1) no-charge registration for the 2012 Retail Store Solutions Sales Summit (RS4).

There is a limit, per Business Partner company, of one (1) customer reference per End-User location (single building with a single mailing address), and two (2) no-charge registrations.

In order for a customer reference to qualify, the Date of Installation, as defined in the IBM Business Partner Agreement, of the qualifying IBM Retail Store Solution must have been no more than 18 months prior to the date the customer reference is submitted to IBM.

For a list of qualifying products, refer to the [Qualifying/Eligible products](#) section.

\* as defined in the IBM Business Partner Agreement

### **Start and/or end dates**

Customer reference submissions must be received by IBM on or after June 14, 2011, but no later than December 14, 2011.

### **Who is eligible?**

The following IBM Business Partners are eligible for this incentive:

- Solution Providers who acquire IBM products from IBM Business Partner -- Distributors

IBM Business Partner -- Distributors are responsible for making their IBM Business Partner -- Solution Providers aware of this incentive.

IBM Business Partners who are operating under the Solution Provider -- Complementary Marketing or Systems Integrator -- Complementary Marketing terms are not eligible for this incentive.

## **Where is it available?**

This incentive is available only in:

- the United States and its territories
- Canada

This incentive is not available in the IBM - Caribbean North District.

## **Qualifying/Eligible products**

### **Qualifying products**

All Point of Sale machines and licensed programs listed on the IBM Point of Sale Product Table of the IBM Business Partner Exhibit.

### **Additional information/conditions**

Dates, location, and registration fees for the 2012 Retail Store Solutions Sales Summit will be announced before year end 2011.

IBM will notify Business Partners by e-mail no later than January 31, 2012 of the number of no-charge registrations they qualify for under the terms of this incentive.

No-charge registrations must be used by personnel of the Business Partner company that earns them. They cannot be transferred to others, including, but not limited to, End Users or other Business Partner companies.

IBM reserves the right to modify or withdraw this incentive at any time.

This incentive is subject to the terms and conditions of any applicable Agreements.

### **Customer reference submissions**

To request a copy of the IBM Customer Reference Submission Form, send an e-mail to Nancy Greene at [nagreene@us.ibm.com](mailto:nagreene@us.ibm.com).

Completed IBM Customer Reference Submission Forms must also be returned to Nancy Greene at the e-mail address listed above.

After initial review by IBM Retail Store Solutions, the Retail Store Solutions team will then submit completed customer references to the IBM Client Reference Program. For details of that program, visit the following PartnerWorld® Web site:

[https://www-304.ibm.com/partnerworld/mem/mkt/mkt\\_client\\_reference.html](https://www-304.ibm.com/partnerworld/mem/mkt/mkt_client_reference.html)

and select "Submit a client reference".

Note: There is no need for IBM Business Partners to submit their customer references directly to the IBM Client Reference Program, since these submissions will be performed on their behalf by the Retail Store Solutions team.

Business Partners will be notified by e-mail of the status of their submission within 15 U.S. business days of IBM's receipt of the completed forms. Customer references must be accepted by IBM under the terms of the IBM Client Reference Program in order to qualify for this incentive.

### **IBM - Caribbean North District information**

To determine if a country/region is part of the IBM - Caribbean North District, refer to the [ibm.com](http://www.ibm.com)<sup>®</sup> country/region homepage at:

<http://www.ibm.com>

and select Country/region.

### **Need help?**

Questions pertaining to this incentive should be directed to Nancy Greene at [nagreene@us.ibm.com](mailto:nagreene@us.ibm.com) or PartnerWorld Contact Services at 800-426-9990.

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