

IBM System x and IBM High Volume System Storage Business Partner Led incentive -- for Solution Providers and Resellers who acquire IBM products from IBM Distributors

Announcement Letter Number 511-292

July 1, 2011

Value proposition

Business Partners who purchase eligible System x™ and High Volume System Storage™ products for End Users that are nominated and approved as IBM® System x and/or High Volume System Storage Business Partner Led End Users can receive an additional discount from their IBM Distributor by presenting the IBM System x and/or High Volume System Storage Business Partner Led account incentive Bid Code number and End User approval number when ordering the eligible products.

The offer

Eligible IBM Business Partners can receive an additional discount of at least 2% of IBM List Price from their authorized IBM U.S. Distributor when they acquire eligible new:

- IBM System x products, and/or
- IBM High Volume System Storage products,

for an End User* classified by IBM as a Business Partner Led End User.

An End User must be classified as a System x Business Partner Led End User in order to qualify for a additional discount for eligible System x acquisitions, and an End User must be classified as a High Volume System Storage Business Partner Led End User in order to qualify for an additional discount for eligible High Volume System Storage acquisitions. Refer to the Additional information/conditions section of this announcement

for the definition of a System x Business Partner Led End User and High Volume System Storage Business Partner Led End User.

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

* as defined in the IBM Business Partner Agreement

Start and/or end dates

Orders for the eligible products must be received by an IBM Distributor on or after the End User's System x and/or High Volume System Storage Business Partner Led approval date.

Who is eligible?

The following IBM Business Partners are eligible for this incentive:

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

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

Where is it available?

This incentive is available only in the United States and its territories.

IBM Internal Section

Marketing information

Offering type

Transaction

Marketing channels

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

Internal ordering/fulfillment information

Follow normal ordering procedures for this incentive.

Customer Letter Section

Qualifying/Eligible products

Eligible products

System x products

Eligible System x products are defined as those products in the following assortment modules as listed in the Price List and Assortment Module (AM) listing on the System x Product section on PartnerWorld[®], excluding System x software Enterprise License Agreements (ELAs), Power Systems products, Cell/B.E. based blades, and BP Services for Public Sector (part number 44W3264):

A101 through A105

A201 through A209

P001

X000 through X006

X100 through X114

X160 through X177

X181 through X192

X199 through X209

X214 through X217

X274 through X299

X300 through X314

X360

X370 through X399

High Volume System Storage products

Eligible High Volume System Storage products are defined as those products in the

following assortment modules as listed in the Price List and Assortment Module (AM) listing on the High Volume System Storage Product section on PartnerWorld:

T003, T004, T005, T006, T008, T009, T010
X130, X230, X330

Additional information/conditions

Products acquired under the terms of this incentive are not intended for Business Partner internal use or demonstration/development use.

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.

Business Partner Led End User eligibility

End Users are classified as IBM System x Business Partner Led End Users if they do not appear on the IBM-led System x customer list. End Users are classified as IBM High Volume System Storage Business Partner Led End Users if they do not appear on the IBM-led High Volume System Storage customer list.

IBM will be the sole determiner of an End User's classification as a System x Business Partner Led End User and/or High Volume System Storage Business Partner Led End User.

Business Partner Led End User approval process

IBM Business Partners must apply for, and receive, an approval number for each End User they wish to have approved as Business Partner Led prior to the date they order an eligible product for their End User. Note: certain pre-approvals will eliminate the need to apply for Business Partner Led approval numbers. Refer to the pre-approval section for details.

IBM Business Partners will receive System x Business Partner Led approval numbers for End Users classified as System x Business Partner Led End Users.

IBM Business Partners will receive High Volume System Storage Business Partner Led approval numbers for End Users classified as High Volume System Storage Business Partner Led End Users.

Business Partners can submit requests for approval by visiting the following Web site:

<http://www.bpledapprovalrequests.com>

The approval request form will prompt the Business Partner to include all required information.

IBM will respond to all Business Partner Led End requests within 3 business days, via e-mail to the individual who submitted the request.

Business Partner Led pre-approvals

On July 1, 2011, Business Partners that have a valid approval number for System x new customer, High Volume System Storage new customer, Power Systems Business Partner Led and/or System Storage Business Partner Led will receive an e-mail from Trade One Marketing with a link to a Web site that lists the Business Partner's valid approval numbers.

If approved as a System x Business Partner Led End User and/or High Volume System Storage Business Partner Led End User, these approval numbers will also be listed on this Web site.

Pre-approved System x and High Volume System Storage Business Partner Led End Users listed on this Web site will have a July 1, 2011 approval date, and will eliminate the requirement for the Business Partner to submit an approval request for the End User to qualify under the terms of this incentive.

Approval number expiration information

Business Partner Led approval numbers will not expire, unless an End User is reclassified by IBM.

If an End User is reclassified by IBM such that it is no longer defined as a System x Business Partner Led End User and/or a High Volume System Storage Business Partner Led End User, Business Partners will receive 30 days notice that previously issued Business Partner Led approval numbers will expire.

IBM Global Financing

Financing may be available. Refer to the following IBM Global Financing Web site at:

<http://www-03.ibm.com/financing/us/>

Ordering information

In order to receive the additional discount equal to at least 2% of IBM List Price from their Distributor, eligible IBM Business Partners must provide the following information to their Distributors when placing an order for eligible System x and/or High Volume System Storage products for an IBM-approved BP Led End User:

- **IBM-approved System x and/or High Volume System Storage Business Partner Led End User approval number**

Assigned by the IBM Promotional Support Center (800-477-6756) upon IBM approval of an End User as a System x and/or High Volume System Storage Business Partner Led End User and included in the End User approval confirmation e-mail sent by the IBM Promotional Support Center to the Business Partner contact on record, or on the TradeOne Marketing Web site.

- **Applicable Bid Code**

System x Bid Code: BPLX0711A
High Volume System Storage Bid Code: BPLS0711A

Sales transaction reporting

EDI and Web-based sales transaction reporting must be received by IBM no later than the last day of each month.

Can this offer be combined?

The additional discount of at least 2% of IBM List Price is applicable only to On Grid transactions and cannot be combined with off-grid IBM System x and High Volume System Storage Price to Win special bid pricing.

Need help?

Questions pertaining to this incentive should be directed to:

- System x: Brian Kielty at bkielty@us.ibm.com, or Sean Whalen (Alternate) at swhalen@us.ibm.com

- High Volume System Storage: Bill Shaw at shaww@us.ibm.com or Kelly Robinson (Alternate) at kellymw@us.ibm.com

or PartnerWorld Contact Services at 800-426-9990.

Business Partner Distributor Attachment

IBM System x and IBM High Volume System Storage Business Partner Led incentive -- for Solution Providers and Resellers who acquire IBM products from IBM Distributors

Eligible IBM Distributors can receive a price credit for the sale of eligible new IBM System x and/or High Volume System Storage products to a Solution Provider or Reseller who is participating in this incentive.

The amount of the price credit is equal to 2% of IBM List Price for the eligible products sold, calculated on the date of the Distributor's invoice to their Solution Provider or Reseller.

Solution Providers and Resellers should be given an additional discount under the terms of this incentive and articulated in the IBM System x and High Volume System Storage Business Partner Led End User incentive -- for Solution Providers and Resellers who acquire IBM products from IBM Distributors.

Distributors independently establish pricing for sales to Solution Providers and Resellers, but must provide an additional discount of at least 2% of IBM List Price to Solution Providers and Resellers who acquire eligible products under the terms of this incentive.

Start and/or End dates

IBM Distributor invoices to their Solution Providers and Resellers must be dated on or after the End User's System x and/or High Volume System Storage Business Partner Led approval date.

Electronic price credit claim forms must be received by IBM no later than 30 days after the End-User invoice date.

Additional information/conditions

IBM's Business Partner Compliance team, managed by Kathryn Mavrakos, will periodically audit the IBM Business Partner's compliance with the terms and conditions of this incentive. For sales transactions that received price credits, and are later determined to be ineligible or otherwise non-compliant with the terms and conditions of this incentive, IBM will invoice the IBM Business Partner for any price credits made.

Price Credit claim administrative process

In order to receive an instantaneous extra discount in the form of a price credit equal to 2% of IBM List Price, eligible IBM Distributors must file an electronic price credit claim form that includes the following information:

- **IBM-approved System x and/or High Volume System Storage Business Partner Led End User number**

Assigned by the IBM Promotional Support Center (800-477-6756) upon IBM approval of an End User as a System x and/or High Volume System Storage Business Partner Led End User and included in the End User approval confirmation e-mail sent by the IBM Promotional Support Center to the Business Partner contact on record, or on the TradeOne Marketing Web site.

- **Applicable Bid Code**

System x Bid Code: BPLX0711A
High Volume System Storage Bid Code: BPLS0711A

Trademarks

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