



4Q20 IBM FlashSystem - New for New Business Partner Seller Incentive for New Clients - Europe

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Announcement letter: ZWEP0325A

Announcement date: 01 Oct 2020

Announcement overview

IBM Business Partners Tier2 (T2) Resellers can **earn an Apple iPhone 12** as a reward when having ordered from IBM (firmed and shipped) an eligible FlashSystem-array for a New Client End User **on or before 31 December 2020**. By ordering eligible IBM Spectrum Software committed term license (CTL) parts for a New Client End User they can also earn **Apple AirPods Pro** headphones during the same period of time.

Get a reward for the sales of the following product:

- **Apple iPhone 12 (reward)** for a sale of **IBM FlashSystem** – arrays as stated in Appendix B to a New Client End User
 - For BP Resellers who sold one or more FlashSystem 9200: one Apple iPhone 12 Pro
 - For BP Resellers who sold one or more FlashSystem 7200: one Apple iPhone 12 Pro
 - For BP Resellers who sold one or more FlashSystem 5100: one Apple iPhone 12
 - For BP Resellers who sold two or more FlashSystem 5100: one Apple iPhone 12 Pro
 - For BP Resellers who sold two or more FlashSystem 5010 or 5030: one Apple iPhone 12
 - For BP Resellers who sold four or more FlashSystem 5010 or 5030: one Apple iPhone 12 Pro
- **Apple AirPods Pro (reward)** for a sale of **IBM Spectrum Software committed term license (CTL)** - parts as stated in Appendix C to a New Client End User
 - Scenario (I) SW-attached to FlashSystem:
For BP Resellers who sold required number of eligible FlashSystem arrays (see above) **plus** sold **in addition** eligible Spectrum Software committed term license parts **with a minimum of 20TB**: one set of Apple AirPods Pro



- Scenario (II) SW-as stand-alone deal:
For BP Resellers who sold Spectrum Software committed term license parts **as a stand-alone deal with a minimum of 30TB**: one set of Apple AirPods Pro

To participate in this program, IBM Business Partner T2 Resellers must meet all the following criteria:

- Be located in one of the countries where this incentive is available (see “Where is it available” section).
- Purchase (within the valid dates of this program) an eligible IBM FlashSystem-product/solution and/or SW CTL-licenses or more and sell it to one or more new end customer(s) (who is/are meeting the IBM standard criteria of not having conducted any IBM Storage HW- or SW-purchases over the past 36 months).
- For the purpose of this incentive, a full-time employee of an IBM Business Partner claiming for a qualifying sale under this program represents and acts on behalf of the IBM Business Partner (Reseller) company. Each IBM Business Partner employee can be awarded a maximum of 1 reward as part of the “IBM FlashSystem New Client Business Partner Reseller Incentive”.
- In total a Business Partner company may not receive more than 30 rewards (30 Apple iPhones or Airpods Pro to different individual Business Partner employees awarded) within the incentive duration as part of the “IBM FlashSystem New Client Business Partner Reseller Incentive”.
- When submitting a claim on the incentive website, the full-time employee of the IBM Business Partner T2 Reseller – representing the Business Partner organization – must self-certify that:
 - (1) he/she has the authority to contractually bind his employer (“Business Partner”);
 - (2) the Business Partner has fully complied with all incentive rules and requirements and legitimately earned the reward;
 - (3) the Business Partner has fully complied with all applicable laws that govern or relate to their sale of IBM products under the incentive;
 - (4) the Business Partner has fully complied with the terms of any contract with IBM that governs or relates to the Business Partner’s sale of IBM products under the incentive;
 - (5) the Business Partner is in compliance with the terms and conditions of this program, and that all of the information they provide on the claim form is accurate, complete, and in accordance with T&Cs.
 - (6) the employee was actively engaged (as Sales- or technical PreSales-Representative) in selling IBM products under the incentive;
 - (7) the Business Partner is NOT a Government Entity;
 - (8) the End User is NOT a Government Entity.
- The reward will be awarded only upon IBM validation of the claim.
- Only 1 reward will be made available per end customer sales transaction even if there would be more IBM FlashSystem - arrays sold into that specific end customer (in one or more transactions).
- Multiple sales transactions with one or more eligible products to one or more New Clients can be accumulated to reach the required number of sold products (eg. four



sold FS5030-arrays) if these sales were conducted by one BP client representative (sales/tech. pre-sales).

Notes:

- There is a maximum amount of Apple iPhones and AirPods headsets (rewards) as part of this incentive - those will be handled on a **“first come-first served”-basis** (for further details please <https://www.bpstoragezone.com/promotions>) while stocks last and subject to availability.
- The exact list of available Apple iPhone 12- and AirPods models (rewards) is to be defined and will be published later. In the event that it is not possible to fulfil the reward of specified Apple products, an alternative reward will be offered.
- It is not intended to replace, and in no way limits, IBM’s standard obligations under the Waste Electrical and Electronic Equipment Directive.

Qualifying products

This offer is valid for the products detailed in the list of eligible FlashSystem products (only controller units do count) available as attachment in Appendix B and products detailed in the list of eligible Spectrum Software products available as attachment in Appendix C:

Including:

For Storage Systems:

- Products purchased under Value Seller terms
- Products purchased under Special Bid terms/Pay for Value
- Products purchased by a Managed Service Provider (MSP)

For Storage Software:

- Passport Advantage and Passport Advantage Express
- Products purchased under Special Bid terms
- Products purchased through Quick Pricer
- Up to two (2) additional years of prepaid subscription and support pricing if at least +3% in each successive year. Any other inclusion of future pricing in the bid must abide by current SW pricing delegation requirements.

Excluding:

For Storage Systems:

- Used equipment
- MES upgrades
- Storage Utility models

For Storage Software:

- AAS, ELA, OEM or ESA transactions
- Renewal or Reinstatement only transactions
- Products purchased under demonstration, development terms and evaluation terms
- Products purchased for Business Partners internal use



General exclusions:

- Products purchased under demonstration, development terms and evaluation terms
Products purchased for Business Partners internal use
- Sales to Public Sector and Government Entity (GE) End Users do not qualify. For a definition of what IBM includes as a GE please link here:

<https://www.ibm.com/partnerworld/resources/manage/government-owned-entity-definition>

- This incentive is not available for IBM Business Partners which IBM classifies as a Government Entity (GE). For a definition of what IBM includes as a GE please link here:

<https://www.ibm.com/partnerworld/resources/manage/government-owned-entity-definition>

Note: this incentive is **combinable** with any other IBM Storage Channel incentives and **can also be combined** with any IBM Storage promotions.

Start and/or end dates

This program is valid for qualifying IBM FlashSystem- and Storage SW products purchased by the IBM Business Partner Reseller showing in IBM's internal sales reporting systems between 01 October 2020 and 31 December 2020 (inclusive).

Which Countries is the offer available in?

This program is valid in the following countries: Belgium, Luxembourg, Netherlands, Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, Austria, Germany, Liechtenstein, Switzerland, Andorra, Comoros, France, French Guyana, French Polynesia, French Southern Territories, Guadeloupe, Martinique, Mayotte, Monaco, New Caledonia, Reunion, St. Pierre and Miquelon, Vanuatu, Wallis & Futuna, Italy, San Marino, Vatican City, Aland Islands, Denmark, Faeroe Islands, Finland, Greenland, Iceland, Norway, Sweden, Cyprus, Greece, Israel, Malta, Portugal, Spain, British Indian Ocean Territory, Falkland Islands, Gibraltar, Guernsey, Ireland, Isle of Man, Jersey, Pitcairn Island, Saint Helena, South Georgia & South Sandwich Island, United Kingdom

Marketing channels

IBM Business Partner T2 Resellers for IBM System Storage products/solutions.

Marketing information

The purpose of this program is to provide an incentive to sell specific products and solutions within the IBM Storage FlashSystem- and SW portfolio to end customers in 4Q2020.

All current IBM Global Financing offerings apply. Please contact your local IGF representative for details or visit <http://www.ibm.com/financing>.



Questions relating to this program should be directed to your local IBM Storage Partner representative or to Wolfgang Kugler, IBM Storage Systems Channel Leader, EMEA (wolfgang_kugler@at.ibm.com).

Ordering/fulfillment information

Follow normal ordering procedures.

Additional information/condition

How to Claim

- The full-time employee representing the IBM Business Partner T2 Resellers must log on to the promo website (<https://www.bpstoragezone.com/promotions>) and complete all required fields in the online claim form no later than 45 days after the end of the quarter when the customer purchase order took place.
- Complete and sign the Self Certification Form (available in Appendix A below) at the time of the claim submission. When submitting the claim, the following Information is required:

Sale:

- Date of sale
- IBM product sold
- Part number / Type Model of product sold

Company Information:

- BP Company Name
- BP Representative Name
- BP Representative job title
- BP Representative - Company Email Address
- Business Address
- City
- Country
- Daytime phone

End User Information:

- End customer company name
- End customer number
- End customer city
- End customer country

To be able to receive the reward, the full-time employee representing the IBM Business Partner T2 Reseller needs to:

- be registered at <https://www.bpstoragezone.com>



- have completed and signed the “Self-Certification Form”

Notes:

- All claims will be validated by IBM prior to awarding the reward.
- IBM is the sole determiner of an End User's classification as ‘New Client’.
- New Client eligibility: to qualify as New Client, the IBM install and shipped order records for an End-User Enterprise must show that no IBM Storage Hardware or Software product was installed at / sold to the enterprise for a 36 months period prior to the date (inclusive) the New Client validation was performed by IBM.
- Validation of qualifying sales of IBM FlashSystem- and SW products into eligible IBM New Clients will be carried out on the basis of IBM's internal sales reporting systems, available **after** IBM has announced the previous quarter financial results.
- All sales transactions must be received by IBM (and displayed in IBM's internal sales reporting systems) until 31 December 2020.
- IBM will provide final validation on qualifying sales of IBM FlashSystem- and SW products and will be the final arbiter of whether such sales qualify for the purpose of this incentive.
- 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.

The following Standard Terms and Conditions apply

- IBM reserves the right to modify or withdraw this program at any time.
- IBM will award a prize to the IBM Business Partner (Reseller) company only.
- The IBM Business Partner commits and is obliged to assure that in no circumstances may the reward be given, transferred or sold to third parties, including in particular customers of the IBM Business Partner.
- IBM accepts no liability for any tax or social security liability to either an individual or an IBM Business Partner Reseller as a result of this incentive.
- Any information submitted to IBM (or delegated third party company) will be treated as Confidential and will only be used for the purposes of determining proof of entitlement, calculation and settlement of relevant requests.
- IBM makes no commitment that the program will be available in the future.
- This program is void wherever prohibited or restricted by an applicable law.



Revision History

Date of Revision	Revision	Effective Date
18 September, 2020	Initial Program version	01 October, 2020



Appendix A:

'Confirmation of Reward' Form

IBM FlashSystem New Client Business Partner Reseller Incentive (“Promotion”)

IBM Business Partners claiming a reward under the Promotion must nominate an employee to receive a reward. Only one reward may be provided per employee. The Business Partner must provide a completed “Confirmation of Reward” form to IBM’s Vendor, who will review the form and, if acceptable, issue the reward.

By the Business Partner:

I certify that (1) I have the authority to contractually bind [Insert Name of Business Partner] (“BP”), (2) the BP has fully complied with all Promotion rules and requirements and legitimately earned the reward, (3) the BP has fully complied with all applicable laws that govern or relate to its sale of IBM products under the Promotion, (4) the BP has fully complied with the terms of any contract with IBM that governs or relates to the BP’s sale of IBM products under the Promotion, (5) only the BP employee listed below will receive the reward, (6) the employee listed below is a full-time employee and was actively engaged in selling IBM products under the Promotion and (7) the BP is NOT a Government Entity, as defined below.

I request the award(s) in the following forms:

- For BP Resellers who sold one or more FlashSystem 9200: one Apple iPhone 12 Pro
- For BP Resellers who sold one or more FlashSystem 7200: one Apple iPhone 12 Pro
- For BP Resellers who sold one or more FlashSystem 5100: one Apple iPhone 12
- For BP Resellers who sold two or more FlashSystem 5100: one Apple iPhone 12 Pro
- For BP Resellers who sold two or more FlashSystem 5010 or 5030: one Apple iPhone 12
- For BP Resellers who sold four or more FlashSystem 5010 or 5030: one Apple iPhone 12 Pro

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- For BP Resellers who sold required number of eligible FlashSystem arrays (see above) **plus** sold **in addition** eligible Software exceeding 20TB: one Apple AirPods Pro
 - For BP Resellers who sold Spectrum Software committed term license (CTL) parts **as a stand-alone deal** exceeding 30TB: one Apple AirPods Pro
-

BP Name: _____

BP Authorised Signatory (Printed Name): _____

BP Authorised Signatory (Signature): _____

Date: _____

Reward (Type and Value): _____

By the Business Partner employee:



I certify that (1) I am a full time-employee of the BP identified above, (2) I was actively engaged in selling IBM products under the Promotion and (3) I will use the reward solely for my own personal, individual benefit and will not under any circumstance transfer all or any portion of the reward or any of its value to any other person.

Business Partner Employee (Printed Name): _____

Business Partner Employee job title (Seller or tech. PreSales person): _____

Business Partner Employee (Signature): _____

Date: _____

A Government Entity shall be defined as:

- a) the government of any country, state, region, province, county, city, town, territory, municipality or other locality, including any government agency, department or public enterprise;*
- b) any entity subject to public procurement laws or regulations;*
- c) any public international organization (e.g., the United Nations or World Health Organization); and*
- d) any government instrumentality, including any utility company, organization licensed to provide public services, educational institution, or other entity, whether privately held, publicly traded or otherwise constituted, that is owned, controlled or funded by any entity in subsection (a), (b), (c) or (d) or by a government official.*
- e) In the US, Commercial business enterprises operating under a federal government power of attorney, or with Management Operating Contractor (MOC) status.*



Appendix B: List of eligible IBM FlashSystem - arrays

Storage product family	Part Number	Product Description
FS5010	20722H2	FlashSystem 5010/H Controller
FS5010	20722H4	FlashSystem 5010/H Controller
FS5030	20723H2	FlashSystem 5030/H Controller
FS5030	20723H4	FlashSystem 5030/H Controller
FS5100	20774H4	FlashSystem 5100/H Controller
FS5100	2077UHB	FlashSystem 5100/H Controller
FS5100	20784H4	FlashSystem 5100/H Controller
FS5100	2078UHB	FlashSystem 5100/H Controller
FS7200	2076824	FlashSystem 7200/H
FS9200	9846AG8	FlashSystem 9200 Controller
FS9200	9848AG8	FlashSystem 9200 Controller



Appendix C: List of eligible IBM Spectrum SW CTL-products

Part Number	Part Number Description	SWDR Product Group
D28DRLL	IBM SPECTRUM PROTECT SUITE - FLATTB PER TERABYTE COMMITTED TERM LICENSE	Modern Data Protection
D28WMLL	IBM SPECTRUM STORAGE SUITE PER TERABYTE COMMITTED TERM LICENSE	Modern Data Protection