

Cloud Pak Implementation Incentive EMEA

Announcement Letter: ZWEM0324B

Announcement Date: October 22, 2020

GEO: EMEA

Executive Sponsor: Pawel Sobczak, VP, C&CS Partner Ecosystem EMEA

Duration: 1 October 2020 – 31 December 2022

1.0 Offer Overview

The Qualifying Business Partner must sell and install one of the following Cloud Pak (CP) Virtual Processor Core Licenses, provide implementation services and receive End User verification that the solution is performing satisfactorily in a production environment. Cloud Paks (see list below) may be added to or deleted from this list at IBM's discretion.

- Cloud Pak for Integration
- Cloud Pak for Automation
- Cloud Pak for Applications
- Cloud Pak for Multi-Cloud Management
- Cloud Pak for Data
- Cloud Pak for Data Cartridges (see eligibility list in section 2.3)
- Cloud Pak for Security

1.1 Offer Detail:

All Cloud Pak Transactions. The Qualifying Business Partner will be paid by IBM as follows: -

- i) up to \$10,000 to assist in services implementation costs for transactions with billed new perpetual Cloud Pak license, trade-up to perpetual Cloud Pak license, annual new Subscription License (aka Committed Term License) revenue from \$100,000 to \$200,000; or
- ii) up to \$15,000 to assist in services implementation costs for transactions with billed new perpetual Cloud Pak license, trade-up to perpetual Cloud Pak license, annual new Subscription License (aka Committed Term License) revenue from \$200,000 to \$300,000; or
- iii) up to \$20,000 to assist in services implementation costs for transactions with billed new perpetual Cloud Pak license, trade-up to perpetual Cloud Pak license, annual new Subscription License (aka Committed Term License) revenue for transactions above \$300,000.

The amount paid to the participating IBM Business Partner will not exceed the amount billed to the End User for Cloud Pak implementation services. There is no upper cap on the amount a single Business Partner may earn cumulatively for all opportunities.

IBM reserves the right to change or withdraw this incentive at any time. Business Partners who have been approved to participate in this offer at the time of withdrawal will not be affected by the withdrawal.

2.0 Eligibility

The Qualifying Business Partner must have the following skills to participate in the Offering, specifically by the Targeted Cloud Pak they must provide validation of:

- By Specific Cloud Pak
 - (1) Technical (Certification / Badge)* and
- Red Hat Open Shift Container Platform
 - (1) Accreditation Certification

For any of the following Cloud Pak Trainings (see section 2.5):-

- Cloud Pak for Integration – [Learning Journey](#)
 - Cloud Pak for Automation - [Learning Journey](#)
 - Cloud Pak for Applications - [Learning Journey](#)
 - Cloud Pak for Multi-Cloud Management - [Learning Journey](#)
 - Cloud Pak for Data - [Learning Journey](#)
 - Cloud Pak for Security- [Learning Journey / Badge](#)
- (Note: In the event a certification test is not available, an alternate skill representation will be considered as an exception, example; Competency Badging, see note below.)

For any of the following Red Hat Trainings (see section 2.6):-

- Red Hat Sales Engineer Specialist – Container Platform (OCP4) – [Learning Path](#)
- Red Hat Delivery Specialist – Container Platform (ISV) – [Learning Path](#)

(Note: you do not have to be a Red Hat Partner to take this Accreditation, but it is only complementary [free] to existing Red Hat Partners. To sign up as a new Red Hat Partner visit - <https://connect.redhat.com/>)

- *A Business Partner who does not have a Technical Certification at the time of application, but has a badge for the given Cloud Pak, may be approved to participate in this offer. However, payment of the incentive will happen only when the Business Partner has received such certification at the time of sending request for payment and provides evidence.
- The Business Partner must have an approved software deal registration in the deal registration product group corresponding to the Cloud Pak.
- The sales order date must be on or after the effective date of this Offering and prior to the expiration date of the approved software deal registration (270 days).
- The Business Partner must submit a request for the Cloud Pak Implementation Incentive (CPII) participation by uploading a CPII Eligibility Request Form (to be provided) and the “Statement of Work” (SOW)** for implementing the Cloud Pak to MySA, then sending an email to CPII@UK.IBM.COM requesting IBM’s approval.
- The sales order date must be within three months of approval to participate in the Cloud Pak Implementation Incentive.
- A Business Partner may not have more than three CPII deals approved for participation and pending implementation completion simultaneously.
- The Business Partner must upload a Cloud Pak Implementation Incentive Request Claim Form (CPIIRC) along with End User invoices showing the total Cloud Pak implementation services charged and paid, and verification from the End User that the solution is performing satisfactorily in a production environment and/or SOW release date. The Business Partner must also submit the request for payment claim form to CPII@UK.IBM.COM
 - The claim and accompanying verification (technical certification) must be submitted within nine months of the sales order date for deals from \$100,000 to \$2,000,000.
 - The claim and accompanying verification (technical certification) must be submitted within 12 months of the sales order date for deals greater than \$2,000,000.
- The Business Partner must fulfill the software license sales order.
- The Business Partner may fulfill or subcontract the implementation services to another qualified Business Partner or IBM – the BP that applies must have the required certifications. The subcontracted partner must be aware of the incentive and have the certification credentials.

2.1 Exclusions:

- Government owned entities (GOE)
- Sales to Public Sector and Government Entity (GE) End Users do not qualify. For a definition of what IBM includes as a GE please see the 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 see the link here - <https://www.ibm.com/partnerworld/resources/manage/government-owned-entity-definition>

- Monthly term licenses, SaaS licenses, Subscription and Support
- Flexible Contract Term (FCT) deals
- Enterprise License Agreements
- Embedded Sales Agreements (channel K)
- Influence deals (channel M) where the Business Partner does not fulfill the deal
- License compliance settlements
- IBM Partner Marketplace (channel X)
- Upgrades

2.2 Alternate Test for Competency in lieu of IBM Certification Test (Cloud Pak for Security)

- On a weekly basis, IBM Security will create a report which identifies BP firms who have secured at least one of the [Cloud Pak for Security Foundations badges](#).
- When a BP submits a Security SOW, the IBM CPII reviewer will access this report to determine skills. Sample report below (based on current data)
- If the IBM CPII reviewer has any questions (e.g. a BP who completes a badge outside of the weekly cycle), please contact CPII@UK.IBM.COM for additional assistance and any requested interim update.
- Security BPs will be required to complete the Security Cloud Pak certification when submitting new SOWs within 90 days of its publication.

Current Report (Example of Security Badging)

<u>Partner</u>	<u>Company</u>	<u>Country</u>	<u>CP4S Technical Sales Foundations Badge Exam</u>
fcnit.com	FCN, INC Technology Solutions	USA	Completed (achieved pass grade)
arrow.com	Arrow	USA	Completed (achieved pass grade)

2.3 Eligible Cloud Pak VPC License Products

Master Data Management Cloud Pak for Data Cartridge
AI Tools & Runtime Cloud Pak for Data Cartridges
Hybrid Data Management Cloud Pak for Data Cartridge
Cloud Pak for Data
IBM Cloud Pak for Integration
IBM Cloud Pak Data System
IBM Cloud Pak for Applications
IBM Cloud Pak for Applications DevOps Add-on
IBM Cloud Pak for Automation
IBM Cloud Pak for Multicloud Management
Planning Analytics & Cognos Cloud Pak Cartridges
Regulatory Tech Cloud Pak for Data Cartridge
IBM Cloud Pak for Security

2.5 Current IBM Cloud Pak badges availability

IBM Cloud Pak for Automation - Self-Paced Technical Exploration Workshop	Link
IBM Cloud Pak for Automation - Developer	Link
IBM Cloud Pak for Automation - Architect	Link
IBM Cloud Pak for Automation, Installation & Administration	Link
IBM Cloud Pak for Automation Wizard	Link
IBM Cloud Pak for Applications - Self-Paced Technical Exploration Workshop	Link

IBM Cloud Pak for Applications - Explorer	Link
IBM Cloud Pak for Applications - Administrator (Exploration**)	Link
IBM Cloud Pak for Applications - Architect (Exploration**)	Link
IBM Cloud Pak for Applications - Developer (Exploration**)	Link
IBM Cloud Pak for Multicloud Management - Online Technical Exploration Workshop	Link
IBM Cloud Pak for Multicloud Management Technical Bootcamp	Link
IBM Cloud Pak for Multicloud Management Advanced Technical Bootcamp	Link
IBM Cloud Pak for Integration - Self-Paced Technical Exploration Workshop	Link
IBM Cloud Pak for Integration - Administrator	Link
IBM Cloud Pak for Integration - Architect	Link
IBM Cloud Pak for Integration - Developer	Link
IBM Cloud Pak for Data – Self-Paced Technical Exploration Workshop – Coming Soon!	
Cloud Pak for Data v3.0.x Essentials	Link
Cloud Pak for Data v3.0.x Data Science	Link
Cloud Pak for Data v3.0.x Data Access and Transformation	Link
Cloud Pak for Data v3.0.x Data Governance	Link
Cloud Pak for Data v3.0.x Dashboards	Link
Cloud Pak for Data v3.0.x Administration	Link

2.4 Current IBM Cloud Pak certification test availability

- [Cloud Pak for Applications – Solution Architect](#)
- [Cloud Pak for Applications – Developer](#)
- [Cloud Pak for Automation – Solution Architect](#)
- [Cloud Pak for Automation – Administrator](#)
- [Cloud Pak for Data – Solution Architect](#)
- Cloud Pak for Data – Data Administrator – coming soon!
- Cloud Pak for Data – Associate Solution Architect – coming soon!
- [Cloud Pak for Integration – Solution Architect](#)
- [Cloud Pak for Integration – Administrator](#)
- [Cloud Pak for Multicloud Management – Solution Architect](#)
- [Cloud Pak for Multicloud Management – Administrator](#)
- Cloud Pak System – Solution Architect – coming soon!
- Cloud Pak System – Administrator – coming soon!

Full list of Cloud Pak Certifications -

https://www.ibm.com/training/search?query=cloud%20pak&trainingType=Learning_Path

2.5 Current Red Hat Accreditations*:

[Red Hat Sales Engineer Specialist - Container Platform \(OCP 4\)](#)

[Red Hat Delivery Specialist – Container Platform \(ISV\)](#)

*Complementary to existing Red Hat Partners.

Red Hat Course Catalog - <https://connect.redhat.com/en/training/course-catalog>

Apply to be a Red Hat Partner - <https://connect.redhat.com/>

3.0 SOW Inclusions

Each participating BP will continue to use their individual base level documentation as foundation to their SOW development. It is anticipated that most, if not all, of the submitted SOWs for participation in this offering may represent sub elements of larger services project contract or SOW.

It is a requirement, that a provision be made to validate the targeted activities that will be utilized for payment which would include:

- Scope, time and work effort specified
- Stated as a release/activity or other phase of the total work effort, requiring End User acceptance with signature and date.
- Includes specific reference to the Cloud Pak in the release/activity acceptance.

If SOW acceptance is implemented at an “End of Project” acceptance level, then submission for payment would be co-terminus with the entire project and be subject to all rules set forth for participation in the Offering.

Minimum Inclusion in any qualifying SOW:

- Scope or Activity description including the specific Cloud Pak being sold and implemented.
- Rate or Rate Card being utilised, as well as level of resource planned for implementation.
- Scope or Activity defining activity, effort and definition of completion.
- Scope or Activity elements to include activities such as;
 - i. Installation
 - ii. Activation
 - iii. Configuration
 - iv. Any additional user or workload progression services included in the SOW release submission.
- Documentation of any included Project Initiation services.
- SOW acceptance and/or Phase/Gate release process, including End User signature.
- Confirmation of amount billed to the End User for implementation Services.

4.0 General Provisions

- A Business Partner's participation in this offer is subject to the terms and conditions of any applicable agreements, such as the IBM PartnerWorld Agreement and, as applicable, the IBM Business Partner Agreement.
- IBM reserves the right to modify or withdraw this Offering at any time without notice.
- IBM reserves the right to request additional information concerning the relevant transaction at any time and to reject requests where the eligibility criteria is not met.
- IBM reserves the right to recover from the Business Partner Representative(s) any amounts due to IBM because of overpayment or noncompliance with the Offering.
- Without limiting the applicability of any of the terms or conditions of the Offering, the Business Partner is responsible for ensuring that the payments earned by them under this Offering are used only for appropriate purposes and in full compliance with (a) all laws and regulations, including those that prohibit corruption and bribery, (b) the IBM Code of Conduct (available at the following IBM Internal website: <https://www.ibm.com/partnerworld/program/code-of-conduct>) and (c) Section 4.2, Prohibition on Gifts, of the General Terms of the IBM Business Partner Agreement.
- All decisions by IBM are final.
- This offer is void wherever prohibited or restricted by law.
- This offer is available in the following countries:
 - Europe: Aland Islands, Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia & Herzegovina, British Indian Ocean Territory, Bulgaria, Comoros, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Faeroe Islands, Falkland Islands, Finland, French Guyana, French Polynesia, French Southern Territories, Georgia, Germany, Gibraltar, Greece, Greenland, Guadeloupe, Guernsey, Hungary, Iceland, Ireland, Isle of Man, Israel, Italy, Jersey, Kazakhstan, Kyrgyzstan, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Martinique, Mayotte, Moldova, Monaco, Montenegro, Netherlands, New Caledonia, Norway, Pitcairn Island, Poland, Portugal, Reunion, Romania, Russia, Saint Helena, San Marino, Serbia, Slovakia, Slovenia, South Georgia & South Sandwich Island, Spain, St Pierre and Miquelon, Sweden, Switzerland, Tajikistan, Turkmenistan, Ukraine, United Kingdom, Uzbekistan, Vanuatu, Vatican City, Wallis & Futuna
 - MEA: Afghanistan, Algeria, Angola, Bahrain, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde Islands, Central African Republic, Chad, Congo-The Democratic Republic of, Congo Rep,

Cote D'Ivoire (Ivory Coast), Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Iraq, Jordan, Kenya, Kuwait, Lebanon, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Oman, Pakistan, Palestinian Territory, Qatar, Rwanda, Sao Thome Island, Saudia Arabia, Senegal, Seychelles, Sierre Leone, Somalia, South Africa, Swaziland, Tanzania, Togo, Tunisia, Turkey, Uganda, United Arab Emirates, Western Sahara, Yemen, Zambia, Zimbabwe

History of Revisions

Release date	Description of changes	Effective date
November 3, 2020	Correction on url links without changes	November 2, 2020
October 22, 2020	Initial release of this document	October 1, 2020