

## IBM eServer OpenPower server solution Business Partner incentive

**Number:** PCD 05-076  
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**Category:** Marketing Letter

### OVERVIEW

The offer

Eligible IBM Business Partners who are approved to remarket IBM OpenPower servers can receive monthly incentive payments when they:

- o meet and maintain defined OpenPower server sales and technical support competency commitments, and
- o acquire a qualifying new OpenPower server for use as a demonstration system.

The amount of the monthly incentive payment will be equal to 6% of the reported eligible End-User OpenPower sales revenue during the month. Reported End-User sales revenue is defined as the total IBM Bid Index Price of the eligible products sold to an End User\* on the date of the sale to the End User (End-User invoice date).

IBM Business Partners must purchase the eligible new products from IBM or an authorized IBM U.S. Distributor.

\* as defined in the IBM Business Partner Agreement

For a list of qualifying and eligible products, refer to the Qualifying/Eligible products section.

Start and/or end dates

End-User invoices/bills of sale for the eligible products must have a date of on or after January 1, 2005.

All qualifying sales, reported via EDI or Web-based sales transaction reporting, must be received by IBM no later than the 15th of the month following the close of a quarter.

IBM or IBM Distributor invoices for qualifying demonstration systems must have a date that is no more than 12 months before, or no more than 6 months after, the Business Partner's participation start date.

Who is eligible?

The following IBM Business Partners are eligible for this incentive:

- o IBM Business Partner-Personal Computer Resellers

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 (including Puerto Rico).

## **MARKETING INFORMATION**

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

<http://www.ibm.com/financing>

Questions pertaining to this incentive should be directed to Don Meyer at [gdmeyer@us.ibm.com](mailto:gdmeyer@us.ibm.com).

### **QUALIFYING/ELIGIBLE PRODUCTS**

Qualifying demonstration system products

Description	Part number
OpenPower 710	9123XXX
OpenPower 720	9124XXX

Eligible products

Description	Part number
OpenPower 710	9123XXX
OpenPower 720	9124XXX

Note: Options are not eligible.

### **ADDITIONAL INFORMATION/CONDITIONS**

This incentive is designed to recruit highly qualified Business Partners who are skilled in the complexities of selling and installing OpenPower server implementations.

To participate, a completed Application Form (see attached), along with the

specified documentation, must be received and approved by IBM.

Applications will be approved or rejected within five U.S. business days of IBM's receipt of a completed application form. The date IBM approves the application is your participation start date.

If a participating Business Partner fails to meet and maintain their competency commitments, certify those commitments on a quarterly basis, or acquire a qualifying new OpenPower demonstration system, in the time periods specified under the terms of this incentive, they will be removed from the program.

If a Business Partner fails to meet a \$150,000 annual sales revenue target for EDI or Web-based reported End User sales of eligible new OpenPower products, they will also be removed from the program.

Once removed from the program, a Business Partner cannot re-apply for participation in the program later in the same calendar year. Business Partners must wait six months from the date they were removed from the program before they can re-apply for participation in the program in a subsequent calendar year. In addition, they must meet 50% of the annual sales revenue target in the six months prior to their application for participation. No incentive payments will be made during this period.

If two participating Business Partner companies merge, their participation criteria (annual revenue target, competency requirements and qualifying demonstration systems acquisition requirement), as well as incentive payments for reported revenue will be combined on the date IBM views the partner as a single entity.

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.

#### Sales competency commitment

A minimum of two Business Partner sales representatives must have completed the three Web-based modules listed under OpenPower course code XSW80:

- o Module 1 - Overview of IBM eServer OpenPower 720
- o Module 2 - Advanced OpenPower Virtualization
- o Module 3 - Selling IBM eServer OpenPower 720

and passed the final exam prior to submitting an application for participation in the program.

For course information, visit the IBM PartnerWorld(R) University -- pSeries College Web site at:

<http://www.ibmweblectureservices.ihost.com/pwu>

As proof of course completion and passing scores on the final exam, Business Partners must print the course test-result screens, which will show the student's names and test scores, and submit copies with their Application Form.

All participating Business Partners will be required to certify, on a quarterly basis, that they continue to maintain their competency commitments (see Quarterly competency commitment certification section).

## **TECHNICAL SUPPORT COMPETENCY COMMITMENT**

A minimum of one Business Partner technical support representative must have enrolled in the "OpenPower Installation & Administration Workshop" 1-day classroom course prior to submitting an application for participation in the program. As proof of enrollment, Business Partners must submit a copy of their course registration e-mail along with their Application Form.

For course information, visit the IBM Redbooks(TM) Web site under Workshops at:

<http://www.redbooks.ibm.com>

If a participant fails to attend the scheduled course without notifying the program coordinator of a change in enrollment, or fails to attend the course within 6 months of the Business Partner's participation start date, or by the end of a calendar year, whichever date is earlier, the Business Partner will be removed from the program.

Tuition, travel, and living expenses associated with attending this course are the responsibility of the Business Partner.

All participating Business Partners will be required to certify, on a quarterly basis, that they continue to maintain their competency commitments (see Quarterly competency commitment certification section).

## **QUARTERLY COMPETENCY COMMITMENT CERTIFICATION**

All participating Business Partners must certify, on a quarterly basis, that they continue to maintain their competency commitments.

IBM will send a quarterly competency commitment form via e-mail to the Business Partner's primary contact during the first month of each quarter. This form must be completed and returned to IBM within 15 business days. IBM will send a

follow-up note to Business Partners who fail to return the form within 15 business days, and if a response to the follow-up is not received within 5 business days, the Business Partner will be removed from the program.

Business Partners who fail to maintain their competency commitments for two consecutive quarters will be removed from the program.

Annual revenue target

Business Partners will be required to meet a \$150,000 annual sales revenue target for EDI or Web-based reported End User sales of eligible new OpenPower

servers in order to remain in the program.

Business Partners whose effective participation date is after the start of a calendar year will receive a pro-rated revenue target for the year which reflects the actual amount of time they were eligible to participate in the program (x/365).

#### Sales transaction reporting

All qualifying sales must be reported via EDI or the Web-based reporting facility no later than the 15th of the month following the close of a quarter.

IBM reserves the right to reject any transaction or disqualify a Business Partner from participation in this program should there be noncompliance with the terms of the program or any Agreement between IBM and the Business Partner. If your Business Partner Agreement expires or is terminated, your participation in this incentive is also terminated.

If IBM concludes that you are in violation of your IBM Business Partner Agreement, you agree to promptly and fully reimburse IBM for any transactions related to those violations.

#### Incentive payments

For all Business Partners, End-User reported sales revenue will qualify for an incentive payment beginning the Saturday following the Business Partner's participation start date.

Incentive payments will be made on a monthly basis, in the form of a check to the Business Partner's headquarters location.

IBM reserves the right to audit compliance with the terms of this incentive, and is the sole determiner of any incentive payments due.

#### Ordering information

Follow normal ordering procedures for this incentive.

Can this offer be combined?

This incentive can be combined with applicable discounts on the eligible products that are specified in the Business Partner Exhibit of the IBM Business Partner Agreement, or applicable prices for the eligible products as listed on the following PartnerWorld for Personal Systems Web site:

<http://www.ibm.com/pc/partner/us>

This incentive does not apply to Business Partner internal use or demonstration/development acquisitions.

Need help?

Questions pertaining to this incentive should be directed to PartnerWorld Contact Services at 800-426-9990 or the IBM Sales Solution Center at 800-426-7272.

Trademarks

(TM) Trademark of International Business Machines Corporation in the United States or other countries or both.

(R) Registered trademark of International Business Machines Corporation in the United States or other countries or both.

Other trademarks and registered trademarks are the properties of their respective owners.

Business Partner Application Form

IBM eServer OpenPower server solution  
Business Partner incentive

To apply for program participation, the following completed information, along with requested documentation, must be received by IBM at:

Fax: 770-858-7649  
Attn: IBM Program Coordinator - Glenn Ernst  
E-mail: gernst@us.ibm.com

As proof of sales training course completion and passing scores on the final exam, attach a copy of the course test-result screens, which will show the student's names and test scores for a minimum of two sales representatives.

As proof of technical support training enrollment, attach a copy of the course registration e-mail for a minimum of one technical support Representative.

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Name of Business Partner company:

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LOCID:

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Address:

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City:

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State:

Zip:

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Phone:

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Primary Contact:

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E-mail address:

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Secondary Contact:  
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E-mail address:

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Required sales competency commitment:

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XSW80 Sales Class / date(s) taken:

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Name of sales attendee 1:

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Name of sales attendee 2:

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Required technical support competency commitment:

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ITSO Workshop Tech Class / date of registered class:

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Name of technical support attendee:

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OpenPower demonstration system acquired

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Part                      Serial      Invoice  
number                    number      date

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Primary States / Markets covered by company:

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Certification

I certify by my signature that I am in compliance with the terms and conditions of this incentive, and that all of the information I have entered on this application form is accurate, complete, and in accordance with the incentive program instructions.

