

Doing Business With IBM

A guide for Aspera Pass Thru Resellers Worldwide

Effective July 1, 2015



Welcome to IBM!

On January 17, 2014, IBM acquired Aspera, Inc. (“Aspera”) to embark on a journey to jointly innovate and advance our leading technologies, and provide the best solutions for your big data movement challenges. On behalf of Aspera and IBM, we would like to welcome you to a new chapter in our history – one that combines Aspera’s cutting-edge innovation with IBM’s technology excellence and extensive software, hardware and services portfolio. We believe we can rapidly scale our offerings and introduce new products and services that will directly benefit you and positively impact your business.

Effective July 1, 2015, your partner agreement will be managed by IBM using IBM’s Flexible Contract Type (FCT) processes. If you are new to IBM, you will need to complete the IBM partner application specific to your geographic region. In Section 2 of this guide there is information on how to become an IBM Business Partner.

This guide describes operational changes to expect and resources available to help to ensure a smooth transition to IBM’s FCT business systems and processes for those legacy customer sales. The business systems and processes for new customer sales as an IBM Business Partner are very similar, but differ in key areas. For example, all IBM Business Partner sales are managed through IBM Value Added Distributors.

As a partner of IBM, you will continue to have access to Aspera offerings, now under the IBM brand, as well as the extensive IBM portfolio of software solutions and services offerings, while enjoying the high-quality, responsive service you have come to expect from both Aspera and IBM.

We anticipate that you and your organization will experience a smooth transition to IBM over the next several months. During this process, the IBM team and your IBM Aspera representatives are available to answer any questions and to address your ongoing business needs.

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1. IBM Agreements and Credit

Agreements

Effective July 1, 2015, any agreements you have with Aspera that remain effective will be managed by the IBM Company that does business in the country where you are located or the IBM Company in the country servicing your location, as applicable. You will have received a separate letter if this applies to your company.

As part of this process IBM is required to follow its “business as usual” compliance vetting process. If you are an existing IBM Business Partner this may have already been completed. If you do receive a request for information in this regard, please supply the requested information and return it promptly in accordance with the instructions contained in the request.

Credit

For each IBM business partner transacting directly with IBM (Tier 1 relationship), credit assessment is one component of the order management process. In the majority of cases the credit assessment is a function of publically available data. Absent this, it is likely that financial statements will be requested with which to evaluate credit worthiness. Such a request would typically be for the prior two year’s audited income statement and balance sheet.

It is possible – although rare – that transacting directly with IBM could be done only on a cash basis (payment at time of order) or with inclusion of a bank guarantee.

Purchase credit is granted commensurate with expected, near term revenue generation and is influenced by historical revenue, payment history, and your company’s size and financial strength. Also, payment terms called out in your Aspera contract will be honored by IBM as long as the contact is active.

Finally, using the sales forecast, the credit assessment can take place well before submission of the actual software order. Your IBM Aspera partner representative will manage this process inside of IBM.

In addition to purchase credit, IBM Global Finance offers other programs that may be applicable, such as credit lines and end user financing. If interested, the next step would be to alert your IBM partner representative.

2. Important Actions for Aspera Partners

Create an IBM profile

*Your company's Primary Contact will need to create an IBM profile**

An IBM profile allows individual users to store their preferences, interest areas, contact details, support and registration settings in one centrally accessible location.

Create or update your IBM profile here: <https://www.ibm.com/account/profile/us>

*Individuals from current IBM partners may use their existing profile.

Create an IBM Registration

Your company's Primary Contact will need to create an IBM Registration

Your IBM Registration ID, also known as an IBM ID, is your single point of access to IBM web applications that use IBM Registration. You need just one IBM ID and one password to access any IBM Registration based application.

Create or update your IBM Registration here: <https://www.ibm.com/account/profile/us?page=reg>

Please note there may be a delay of up to 15 minutes before you will be able to use your new IBM ID.

Becoming An IBM Business Partner

An IBM Business Partner application must be completed to process customer orders for IBM Aspera after July 1, 2015 for FCT transactions. The application should have been sent to you in April 2015. If you did not receive it, please contact your IBM Aspera partner representative.

Need assistance?

For additional information and guidance on setting up your IBM profile and IBM Registration ID, consult our FAQ page here: <https://www.ibm.com/account/profile/us?page=fqhelp>

Alternatively, you may contact the Worldwide IBM Registration Helpdesk at the following link: <https://www.ibm.com/account/profile/us?page=helpdesk>

3. Accounts Payable and Purchasing

Effective July 1, 2015, Aspera accounts payable and purchasing processes will migrate to IBM processes.

Important changes in Accounts Payable and Purchasing

Tax ID Exemption Certificates and Change Requirements

Effective July 1, 2015, the vendor applicable Tax Identification Number will change.

If you are currently exempt from Sales and Use tax, or local VAT, you will need to issue your company's tax exemption certificates to IBM with your first order after July 1, 2015.

*** Blank tax forms are available on applicable State websites.**

Vendor name

Vendor name will change from Aspera to the applicable local/regional IBM operation covering your location (the term "Vendor" below represents the applicable IBM entity).

Vendor remit-to addresses

Vendor remit-to address for checks, wire transfers and overnight payments will change after July 1, 2015.

The new details will appear on your invoices issued from IBM after July 1, 2015.

Vendor standard payment terms

In most countries, IBM standard payment terms of "due upon receipt" may be applicable. You will find this information on either your invoice or quote.

Currency

In some countries, the currencies used by Aspera are different than those used by IBM, thus you may be transacting in a different currency with IBM. Some countries allow for multiple currencies. Please work with your Aspera Sales Rep for any currency related questions.

Languages

In some countries, the correspondence you will receive from IBM may be in the local language.

*** Language preferences can be set in your IBM ID profile**

IBM Customer Number

Effective July 1, 2015, Aspera partners will be assigned an IBM Customer Number (ICN). Your ICN will be provided in a future communication from IBM. Alternately, you may contact [eCustomer care](http://www-112.ibm.com/software/howtobuy/passportadvantage/paocustomer/docs/en_US/ecare.html) (www-112.ibm.com/software/howtobuy/passportadvantage/paocustomer/docs/en_US/ecare.html) to obtain this information.

Please note that your ICN will be used with all order-related communications.

Purchase documentation

All purchase documentation, such as invoices, will be sent to the contact(s) listed in the IBM profile associated with your ICN unless specified otherwise in your order.

Part numbers and product descriptions

New part numbers and product and services descriptions for the IBM Aspera portfolio will replace existing Aspera product descriptions.

These new part numbers and descriptions will appear on all order-related documentation.

Document formats

The format of documents (quotes, services statements of work, invoices, etc.) you receive will change in format after July 1, 2015, and they will be issued from the local/regional IBM operation covering your location. This may affect the remit-to address, and in certain countries, the transaction currency that you are using today.

PO requirements

If your company requires issuing a purchase order (PO) to facilitate payment for any goods or services, IBM may require a new purchase order. Contact your IBM Aspera representative with any questions.

Tax liability

Beginning July 1, 2015, all order transactions will include applicable sales tax (unless you have a tax exempt certificate on file with IBM). Taxes will be included in the invoice.

New license agreements

IBM Aspera offerings are governed by license agreements which can be found here: <http://www-03.ibm.com/software/sla/sladb.nsf/search/>.

Migration to new pricing metrics

Coming into IBM, your actively supported software purchases will move into IBM systems. At that time, your sales representative will be available to explain how your software is represented in IBM systems, as well as answer questions about any changes to the charge metrics of the offerings

4. Software Support

Aspera Support offerings will continue to be used after July 1, 2015 supported by the IBM Aspera Support team. The IBM Aspera Support team will continue to focus on delivering customer satisfaction without compromise.

The Aspera Customer Support phone, email and web portal interfaces will remain unchanged at this time. Refer to the IBM Aspera Technical Support Customer Center at: <http://www.ibm.com/software/info/aspera/support/> for the latest updates. Please ensure the Technical Support contact within your organization is aware that they should continue to access IBM Aspera Support in the same way they always have via their existing email, web portal and telephony routes.

As the integration of Aspera and IBM Support evolves, communications related to changes in your support experience can be found in the [IBM Aspera Technical Support Customer Center](#).

What does not change on July 1, 2015?

Support and Product Services

Continue to access Aspera Technical Support through your existing email, phone and web portal channels. There are also no changes at this time to the ADN (Aspera Developer Network).

Support tickets

Aspera Support tickets continue to be logged on the [Aspera Support website](#), by [email](#) by [web portal](#) or by [calling Aspera directly](#). Continue to use your existing Aspera Usernames and/or Passwords to gain access.

Knowledge Base and Forums

Continue to access [Aspera's Knowledge Base](#) and [Forums](#).

Future updates

Prior to any changes being made, a separate communication will go out via email regarding modifications to the Aspera Customer Support sites and Telephony access. Refer to the [IBM Aspera Technical Support Customer Center](#) for the latest updates.

As part of the transition into IBM systems and processes, all Aspera partners and customers have been contacted to validate their correct Primary, Technical Support and Bill To Contacts. These are IBM concepts and roles. **Below are informational highlights to help you understand the definition of those future roles in IBM Customer Support.** As a reminder, these roles **are not yet effective**. When Aspera Support systems eventually cut over to IBM, these roles will be used in future communications to describe how new systems and entitlements will work.

Primary Contact

The **Primary Contact** will be considered the contact for notice of all changes to agreements or other contractual issues for software and non-software services. The Primary Contact will be responsible for informing IBM of all necessary changes to the customer account.

For companies with software contracts where downloads are available, the Primary Contact also manages access to the IBM Download Site for their organization. The Primary Contact approves IBM Download Site access requests from their organization and will receive all download account management and communications.

Only a **single** Primary Contact can be designated per company in the IBM systems

Technical Support Contact

The **Technical Support Contact** will manage access to IBM Technical and Customer Support Services for their company's Aspera contract(s). The Technical Support Contact approves IBM Customer Support site access requests from their company's employees and will receive all IBM Customer Support access instructions and communications.

At this time, Aspera customers and business partners will not use IBM's Service Request Tool or IBM's Client Success Portal to open new or existing requests for assistance.

5. Software Subscription and Support Renewals

Aspera Support Renewals will be integrated into the IBM Subscription and Support Renewals process in a phased approach. Your customer's Software Subscription and Support Renewal will be determined by the date their current Aspera Support contract(s) expires.

Renewal dates and actions

Renewal date before July 1, 2015

You should have received an email from your Aspera Renewal representative and they should have proceeded with confirming your renewal by the current renewal date or June 30, 2015, whichever is earlier, to ensure that there are no disruptions in service. Any renewals not confirmed by that date will be re-quoted under IBM's terms and conditions. If you have not yet received notification, please contact your Aspera Renewal representative.

Renewal date between July 1, 2015 and Septem- ber 30, 2015

If your customer's renewal falls within these dates, you should have received an email from your Aspera Renewal representative with an opportunity to renew early. If you or your customer elects not to take advantage of this opportunity by June 30, 2015, the renewal will be quoted through IBM processes in the geography in which you are located. For year one from Transfer of Business renewal quotes will be sent directly to Authorized VARs with valid agreements in place with IBM Aspera. Any orders received after that date will need to be addressed to IBM and will be subject to IBM's terms and conditions.

Invoicing, part numbers and payment terms will change to IBM standard conditions and the renewal end date will move out to the last day of the month. If they have not yet received their notification, please contact their Aspera Renewal representative.

Renewal dates after October 1, 2015

Your customer's Software Subscription and Support Renewal quote will be generated from IBM systems and provided to you by your IBM Subscription and Support Renewal representative. This quote will be subject to standard IBM terms and conditions, and the renewal end date will move out to the last day of the month. For year one from Transfer of Business renewal quotes will be sent directly to Authorized VARs with valid agreements in place with IBM Aspera.

In the future, your customer's Software Subscription and Support Renewals will transition to IBM's Passport Advantage program. At that time, you will receive a notice to renew their Aspera Software Subscription and Support Renewal for their IBM Aspera products through IBM's Passport Advantage program. Notices will be generated from IBM systems and provided to them by their IBM Software Subscription and Support Renewal representative.

6. Professional Services

IBM will now provide Aspera Professional Services that include configuration, implementation, consulting and training. The IBM Aspera services team will comprise the same professional staff that has always worked with Aspera products. Your contact person and services team will remain intact.

Changes in Professional Services as of July 1, 2015

IBM will assume any ongoing Aspera Professional Services engagements and statements of work (SOW) and will perform as originally contracted with Aspera. There will be no interruption to those projects that are in process at the time of Transfer of Business.

In a small number of cases, where a customer requires a purchase order with IBM, the customer will be asked to provide the PO at Transfer of Business. You will be notified if this is the case for your company.

Customers will engage IBM Aspera sales or services for any new projects. All new service engagements will be contracted using standard IBM services agreements, rate structure and SOWs; they are processed through the IBM systems which specifically support services.

Certain customers may receive more than one invoice for their Aspera offering where they previously received a single invoice, i.e., Professional Services on one invoice and Software on a different invoice.

7. Privacy Policy

As part of the acquisition, personal information may be transferred from Aspera to IBM. IBM's privacy policy may be viewed online at <http://www.ibm.com/privacy>.