

IBM Information – Q4 2014 and Q1 2015, Business Partner Promotion

Announcement Letter: **IPB14-057**
Announcement Date: **October 7, 2014**
Date of Last Update: **October 7, 2014**

Marketing Summary

IBM Business Partners can receive a rebate on qualifying IBM PureData for Analytics products when they actively market and close eligible deals.

Offer Overview

IBM Business Partners who resell qualifying IBM PureData for Analytics products to commercial Mid Market and Enterprise accounts only can receive a bonus payment. From October 7, 2014 through December 31, 2014 the incentive rebate is 8%. From January 1, 2015 through March 31, 2015 the incentive rebate is 5%.

Offer Details

Qualification Criteria

Only Solution Providers and Resellers who are members of IBM PartnerWorld and who acquire products from an IBM Distributor can participate in this promotion. In Software Value Plus (SVP) authorized countries, Business Partners must be approved in the appropriate IBM Information Management Product Group to be eligible for this promotion. Only sales to commercial Mid Market (ISU = 32) or Enterprise (ISU = 34) clients are eligible.

Qualifying/Eligible Products

1. PureData Sys Analytics N3001-001 per Application Install (part number D1A3ULL)
2. PureData Sys Analytics N3001-001 Application Install for Sys z (part number D1A3WLL)

Offer Terms & Conditions

Commercial sales to Midmarket (ISU 32) or Enterprise (ISU 34) clients qualify.

This offer can be combined with other programs or promotions.

This offer can be combined with special bids.

Includes:

- Eligible products sold under Passport Advantage or Passport Advantage Express

Excludes:

- Software Subscription and Support products (renewals)
- Deals transacted via Application Specific License (ASL) agreements
- Deals transacted via OEM agreements
- Sales to Public Sector and Government Owned Entity (GOE) End Users
- This promotion is not applicable to IBM Business Partners which are part of a Government Owned Entity (GOE).
- Client accounts not in Mid Market (ISU = 32) or Enterprise (ISU = 34)

Start and/or End Dates

This offer applies to sales order dated between and including October 7, 2014 and March 31, 2015

Where is it Available?

This offer is available worldwide and excludes U.S. embargoed countries.

Who is Eligible?

The following IBM Business Partners are eligible for this offer:

- Solution Providers and Resellers who acquire IBM products from an IBM Distributor and who are a member of IBM PartnerWorld

Ordering, Claim & Payment information

Ordering Information

Follow normal ordering procedures.

How to Claim

Business Partners are not required to submit a claim form. In some countries, an invoice may be requested before payment may be made.

Incentive Calculation

The rebate is calculated based on the transaction value dollar amount.

Transaction value is an approximated Commercial Passport Advantage® Relationship Suggested Volume Price (RSVP), Passport Advantage Express Suggested Retail Price (SRP) or Special Bid approved price, as applicable, for sale of eligible IBM PureData for analytics systems included in the sales order. IBM sets this approximated currency amount.

For example: In 4Q20014, if the transaction value for a qualifying transaction is \$100,000 USD, the rebate would be \$8,000 USD. In 1Q2015, if the transaction value for a qualifying transaction is \$100,000 USD, the rebate would be \$5,000 USD..

Payment Information

The payment will be made as a separate payment, directly to the Business Partner firm, within 45 days after the December 31, 2014 or March 31, 2015 quarter end (or within 45 days of invoice receipt where an invoice is required).

Any payment disputes must be submitted to IBM within 30 days of payment (or non-payment). Thereafter the payment (or non-payment) will be considered accepted on your part.

General Terms & Conditions

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, if applicable, the IBM Business Partner Agreement.

IBM reserves the right to modify or withdraw this offer at any time.

This offer is void wherever prohibited or restricted by law.

All decisions by IBM are final.

IBM reserves the right to recover from the Business Partner any amounts due to IBM because of overpayment or noncompliance with the offer.

IBM and Business Partners agree to comply with all withholding tax obligations, as applicable.

The charges / consideration payable under this offering are inclusive of all indirect taxes, not limited to service tax, value added tax, etc.

In Canada, Business Partners are responsible for all applicable taxes such as Goods and Services Tax (GST), Harmonized Sales Tax (HST), Provincial Sales Tax (PST), and Quebec Sales Tax (QST).

Financing may be available. Refer to the IBM Global Financing Web site at: <http://www.ibm.com/financing>

Need help?

Questions about this announcement should be directed to your IBM Distributor, IBM Representative or IBM PartnerWorld Contact Services or Nora Sweet (noras@us.ibm.com). Find the IBM PartnerWorld Contact Services details at http://www-01.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html

History of Revisions

Date of Revision	Detail of Revision

Country/Geo Differences

General Terms & Conditions

Add the following for Canada:

Business Partners are responsible for all applicable taxes such as Goods and Services Tax (GST), Harmonized Sales Tax (HST), Provincial Sales Tax (PST), and Quebec Sales Tax (QST).

Payment Information
