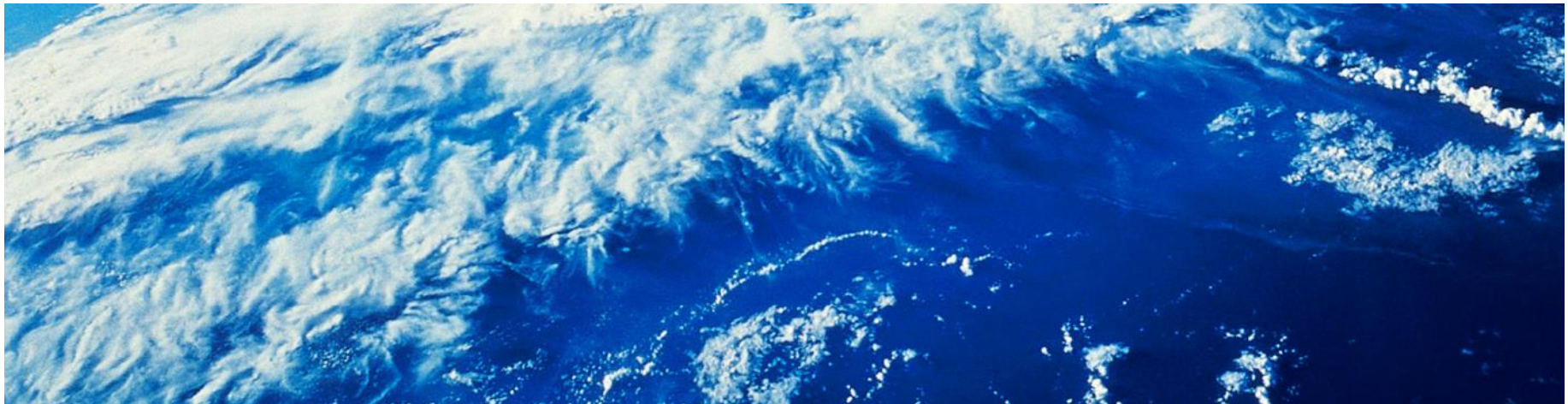


September 2014

Passport Advantage and Passport Advantage Express Overview

IBM's License, Software Subscription and Support, SaaS and Appliance Acquisition Programs



Agenda

- Introduction to Passport Advantage and Passport Advantage Express
- Passport Advantage
 - Program features
 - Passport Advantage contacts
 - How to enroll
 - Agreements
 - Government & Academic customers
- Passport Advantage Express
 - Program features
- Comparing Passport Advantage and Passport Advantage Express
- Passport Advantage resources

Introduction to Passport Advantage and Passport Advantage Express

Passport Advantage and Passport Advantage Express are comprehensive IBM programs that use a common set of Agreements, processes, and tools.

- Through these offerings customers can acquire:
 - Software licenses
 - Software Subscription and Support
 - IBM Appliances and Appliance Services
 - IBM SaaS offerings
- Selected Support for some Open Source and other non-IBM-warranted code
- Agreements include Sub-capacity terms as standard
 - Allows software use in virtualized environments
- Automatic Annual Renewal of Software Subscription and Support
 - Expiring Software Subscription and Support is automatically renewed to the next anniversary under the terms of PA and PAE Agreements.

Introduction to Passport Advantage and Passport Advantage Express

- Both Passport Advantage offerings let you:
 - Acquire new IBM software licenses, including Token and Monthly Licenses
 - Renew Software Subscription and Support and Fixed Term Licenses
 - Buy and renew technical support for some Selected Open Source and other non-warranted applications
 - Subscribe to IBM SaaS offerings
 - Acquire IBM Appliances and Appliance Services

- Which Passport Advantage offering is right for you?

Introduction to Passport Advantage and Passport Advantage Express

- Passport Advantage
 - Primarily, but not exclusively, aimed at larger and distributed organizations
 - Relationship-based Agreement
 - Multiple Sites under a single Agreement and can be international in scope
 - Offers better pricing for your volume purchases over time and is based on customer's Relationship Suggested Volume Price (RSVP) level.
 - All sites benefit from RSVP price level achieved by aggregate acquisitions under the agreement.

- Passport Advantage Express
 - Primarily, but not exclusively, aimed at smaller customers who expect to have relatively few transactions
 - Transaction-based Agreement
 - Single site model

Passport Advantage - Highlights

- Relationship Suggested Volume Price (RSVP)
 - Pricing level based on your initial acquisition of eligible products
 - Each subsequent acquisition is based on your RSVP or size of the transaction, whichever results in the lower price for you
 - Your RSVP is recalculated after every transaction and will consider all entitlements purchased under the same Agreement
 - Additional locations or sites anywhere in the world can enroll under the same Agreement so your business can leverage its combined acquisition power
- Software Subscription and Support with each Passport Advantage license you purchase
- Anniversary date set at Agreement start: used to co-term (synchronize) Software Subscription and Support renewals
- Comprehensive software upgrades
- Passport Advantage Online (PAO): Web tool that helps you manage your installed base of IBM software and PA relationship contacts

Passport Advantage – Customer Contacts

- Primary
 - Contact for all IBM communications regarding changes to the Agreement or other contractual issues
 - Only the Primary Contact can give access to other users within your site
- Administrative
 - Contact for all administrative documents including Software Subscription and Support renewal notices, software upgrade availability notifications and Proofs of Entitlement
- Technical
 - Maintains authorizations for support-related web and tool access
- [PA contacts further information](#)
 - If you have questions about the processes of the Primary Contact, about entering PAO for the first time, or about creating a Secondary Contact, please contact [IBM eCustomer Care](#).

Passport Advantage – How to Enroll

- Enroll online
 - Online enrollment is available in all countries
 - In some countries, you may be required to print, sign and fax or mail your enrollment form to complete the process
 - You will be required to review the Terms & Conditions contained in the IBM International Passport Advantage Agreement and the International Program License Agreement. By selecting "I Agree"; you are agreeing to the terms of these documents
 - Government and Academic customers may not enroll online at this time
 - [Online enrollment help](#)

- Enroll through an IBM Business Partner
 - For help in finding a reseller, please consult the [IBM Business Partner Directory](#)

Passport Advantage – Agreements

- The International Passport Advantage Agreement (IPAA) is the framework that defines the program terms that allow you to acquire eligible products
 - Local language versions of the IPAA can be found here:
 - http://www.ibm.com/software/passportadvantage/pa_agreements.html

- The International Program License Agreement (IPLA) has general license terms
 - Local Language versions of the IPLA can be found here:
 - <http://www-03.ibm.com/software/sla/sladb.nsf>

- If there is a conflict between the terms of the IPAA and those of the IPLA the terms of the IPAA prevail

Passport Advantage – Agreements

- IBM International Passport Advantage Agreement (IPAA)
 - Framework for how to buy Passport Advantage offerings
 - Regulates price levels
 - Contains overall license terms (including Sub-capacity terms)
- Acceptance of IPAA Agreement terms when:
 - Customer submits a completed enrollment form and initial order
 - IBM acceptance indicated by providing a Proof of Entitlement (PoE) Certificate
- Non-expiring Agreement / no specified end date
- Terms remain in effect until terminated by either party
 - By customer 30 days written notice
 - By IBM if customer is inactive for 24 months

Passport Advantage – Agreements

- International Program License Agreement (IPLA)
 - Licensing Terms for Passport Advantage Sales:
 - General Terms
 - License Information (LI) website <http://www.ibm.com/software/sla/>
 - Program Transfer
 - Limited Warranty
 - Limitation of Liability
 - Country Unique Terms

Passport Advantage – Government and Education Customers

- All eligible Government and Academic customers must use Passport Advantage to get their particular pricing and terms
- Government and Academic pricing and terms are ONLY available in Passport Advantage and are NOT available in Passport Advantage Express
- Government customers receive special pricing
- Academic customers are assigned the Education Band Level
- See [Government and Academic FAQ](#)

Passport Advantage Express

- Designed for single-site, smaller enterprise businesses
- Full Passport Advantage eligible product list with the simplicity of transaction-based acquisition
- Passport Advantage Express does not require a relationship Agreement
 - Each transaction is subject to the terms and conditions effective at the time
- No formal enrollment required
 - Customer detail comes from order information
 - Primary Contact information provided during order used for all contact roles
- There are no 'Passport Advantage points' associated with any Passport Advantage Express acquisitions
 - Single price level - SRP
- Customers may have multiple renewals throughout the year.
 - There is no built-in Anniversary coordination for Software Subscription and Support or Fixed Term License offerings – Customers who want a single Anniversary date should request to move to Passport Advantage.

Passport Advantage and Passport Advantage Express Features

| Attribute | Passport Advantage Express | Passport Advantage |
|----------------------------------|----------------------------|--|
| Customer set | Small & medium | All, including large distributed enterprises |
| Purchase model | Transactional | Relationship |
| Site coverage | Single | Multi-Site, multinational |
| Agreement signature requirements | None | Not required in most countries |
| Entry Level | No minimum | No minimum |
| Price Levels | One: SRP | Eight RSVP Levels: BL, D thru H plus Government and Academic |
| 'Point' aggregation | Not Applicable | Yes |
| Price Level recalculation | Not applicable | After each transaction and at Agreement Anniversary |
| Transaction pricing | SRP only | Better of RSVP or SVP of each order based on points value of the order |

Passport Advantage and Passport Advantage Express Features

| Attribute | Passport Advantage Express | Passport Advantage |
|---|---|--|
| Software Subscription and Support coverage | Included with all new licenses | Included with all new licenses |
| Software Subscription and Support proration | Not Applicable | Yes, to sync all renewals with Anniversary Date |
| Software Subscription and Support Automatic Renewal | Yes, in most countries | Yes, in most countries |
| Code provision | Download or physical media available, with some exceptions | Download or physical media available, with some exceptions |
| Program deliverables | Proof of Entitlement Welcome kit Support welcome letter Software Subscription and Support renewal notification | Proof of Entitlement Welcome kit Support welcome letter Software Subscription and Support renewal notifications |
| Online tools | Brochures FAQs Access to PoEs Downloads | Brochures FAQs Access to PoEs Downloads |
| Routes to market | IBM Direct, Business Partners | IBM Direct, Business Partner |

Passport Advantage Resources

- [Passport Advantage and Passport Advantage Express home page](#)
 - Overview of PA and PA Express offerings
- [Passport Advantage Online \(PAO\) Customer Sign-in page](#)
 - Manage your Passport Advantage accounts online
- [Passport Advantage Agreements and forms page](#)
 - Download local language versions of the PA Agreements and forms
- [eCustomer Care contact information](#)
 - Contact eCustomer Care for help with enrollment and Passport Advantage Online
- [IBM Software Subscription and Support information](#)
 - Details of product upgrades and technical support
- [Support Portal](#)
 - Access Technical Support via the web