

Programs and Promotions for IBM System x Resellers - As of 10/20/09

**** Newly announced/modified offerings in the last 2 weeks highlighted in pink ****

Table of Contents	New Updates	Page	Page Link
<ul style="list-style-type: none"> ▪ Summary of System x & Storage Programs and Promos <ul style="list-style-type: none"> • Short Term Promotions Available to all Resellers • Entry Programs Available to all Resellers • Programs Featuring Higher End and Blade Products • IBM Public Sector, Intel and AMD Programs 	No	2	Click here
	Yes	3-4	Click here
	No	5	Click here
	No	6	Click here
▪ Summary of IBM Global Financing Programs & Promos	No	7	Click here
▪ Summary of IBM Global Services Programs & Promos	No	8	Click here
▪ Cross-Brand Marketing & Education Incentives	Yes	9	Click here

[View](#) how much you can earn as the 2009 System x Incentives can stack up
View an updated [Express Seller Portfolio Guide](#) for a listing of available Express Products

System x and Storage Short Term Promotions (BP Channel equivalent to ibm.com promotional offerings)**System x, System Storage, and Tivoli hard bundle promo – [Click for Announcement Ltr 509-538](#) * 07/21/09 – 12/31/09**

System x, System Storage, and Tivoli hard bundle promo. Sell the configuration at the same time on the same End User invoice and receive a \$4,396 rebate. [View eligible bundle configuration](#).

Blade Chassis promo – [Click for Announcement Ltr 509-565](#) ***10/06/09 – 12/31/09**

Business Partner back end rebate if their End User buys an eligible new IBM BladeCenter® chassis to replace a qualifying non-IBM chassis or a minimum of nine (9) non-IBM rack-optimized servers. Limit of one eligible new IBM BladeCenter chassis per End-User location (single building with a single street address) that can qualify for a rebate.

	Part Description	Rebate number amount
	BladeCenter S	88861TU \$2,079
	BladeCenter H	88524SU \$4,063

End User must complete and sign a Replacement certification, and BP must send the End User signed Replacement certification statement to IBM with their BP company name and BP Location ID number no later than December 31, 2009, at: Fax: 1-800-477-6745, or scan/email: blade@tradeonemktg.com

System Storage DS3000 First-in-Location (FIL) Incentive – [Click for Announcement Ltr 509-560](#) 10/01/09 – 12/31/09

Get an incentive payment (rebate) for the sale of one eligible new System Storage DS3000 series controller, per DS3000 series controller category, to an End User who is an IBM-approved Storage First-in-Location (FIL) End User for that storage controller category. An FIL End User in a storage category (DS3200, DS3300, DS3400) is one who has not acquired an eligible product in that category, in that requested location, within the 12 months prior to the BP submitted nomination form.

Eligible Storage Controller Categories and Rebate Amounts: DS3200 Storage Controller = \$500 rebate / DS3300 Storage Controller = \$750 rebate/ DS3400 Storage Controller = \$500 rebate

[View the nomination process and rebate details](#).

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System x and System Storage Programs – Available to all System x resellers**End Date: 12/31/09****System x and System Storage Growth Incentive – [Click for Announcement Ltr 509-569](#) ***

System x and System Storage products: .5% on all eligible sales. Selected BladeChassis/BladeCenter servers and High End servers earn an additional 1.5%. Eligible iDataPlex products and Express servers and options earn an additional 2%. \$25K in System x 2008 revenue or \$25K in previous quarter to participate and receive a target. Linear progression payment from 71% of target to 125% of target. Earn a total of 1.6% on all eligible sales for achieving 125% of target. System x targets based on 97.6% of same quarter previous year System x revenue or \$250K whichever is greater. System Storage targets are based on 121% of same quarter previous year System Storage revenue or \$250K whichever is greater. **10/20/09 modification – added new models to the eligibility table.** [See payout grid.](#)

System x and System Storage New Customer Bonus – [Click for Announcement Ltr 509-518](#) *

Earn \$750 to \$3,000 payments totaling up to \$10,250 in incentives for sales to approved new System x and/or System Storage customers. [Click here to nominate a customer.](#) Eligible products include System x, Blade, iDataPlex and System Storage. Earn up to a maximum of \$20,500 (\$10,250 for System x new customers and \$10,250 for approved System Storage new customers). Customers approved in 2008 can be renominated by 3/31/2009 provided they had less than \$100K in eligible purchases in 2008. ELAs and Cell Blades are excluded. [See the payout grid.](#)

Channel Evaluation Program for Business Partners – [Click for Announcement Ltr 509-551](#) *

BP purchases a pre-approved evaluation system through their Distributor. Sell More Blue pricing is available if the BP qualifies. The BP can then offer their end user customer the opportunity to evaluate the system for up to 90 days before the customer is invoiced. Incentive payments up to 35% of web price are paid to the BP after the customer is invoiced and the sale is End User EDI reported. Additional incentive payments may be available based on other active incentives in place when the customer is invoiced and the End User EDI reporting occurs. Returns have a 5% return fee except selected eligible products that are approved for a 45 days no fee. Express Seller product is excluded. Customer limits are set by product line. [See the incentive payment grid.](#) **8/13/09 modification – obtain 45 day trials (30 days at customer location + 15 days shipping) with NO RETURN FEE on new generation servers including x3400 M2, x3500 M2, x3550 M2, and x3650 M2.** [See the channel flyer](#) which includes a link to a customizable client-facing trial server proposal offer.

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* **Most Incentives are paid on end-user reported Sales - [Click to report your sales via the Web](#)**

[Back to Contents](#)

Continued...**System x and System Storage Programs – Available to all System x resellers****End Date: 12/31/09****Technology Access Program (TAP) – [Click for Announcement Ltr 509-875](#) ***

Obtain discounted products from IBM for internal use and demonstration or development purposes. Eligible products include selected System x, BladeCenter, and Storage products. Available to IBM Resellers, Solution Providers and Distributors. Discounts of 20% - 45% depending on product. [See the discount grid.](#)

Storage Trial Seeds

The trial program is intended to provide STG products to both IBM Direct and Business Partner customers at no charge to the customer. 60-90 days trials are to be used when you expect the trial to have greater than 50% odds of ending in a sale. If a sale is not expected, then the loaner program should be used. Requests should only be submitted when the customer is ready to receive the equipment. All trial requests will require a Business Justification, Customer Acceptance Criteria, documented Test Plan, Potential Opportunity Revenue, and expected close date.

Contact Trial/Loaner Support - Maureen O'Donnell 520-799-2916 or maodonne@us.ibm.com

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[Back to Contents](#)

System x Programs - Higher End and Blade Products**End Date: 12/31/09****CTSS Jump Start Support**

Need help jumpstarting a customer opportunity? The IBM Client Technical Support (CTSS) team can help with no-charge, local, onsite assistance. Click the Flyer to Review for specific support areas. [BladeCenter Jumpstart](#) ,[Modular Jumpstart](#), [Storage Jumpstart](#), [Server Consolidation](#), [Systems Mgt Workshop](#).

IBM System x EXAct and Blade Business Partner investment programs– [Click for Announcement Ltr 509-525](#) *

\$300K revenue for eligible products, demo, competency requirements, and selection of a primary Distributor required to qualify in each product. System x Enterprise and/or Blade Investment BP payments = 2% on eligible System x Enterprise and/or Blade Investment BP product purchased from the Primary Distributor from dollar 1. System x Enterprise and/or Blade Investment BP s are also eligible to participate in the IBM System x and System Storage Growth Incentive (509-539)

Server Consolidation (SCON) Fee Program for System x and BladeCenter – [Click for Announcement Ltr 509-778](#)

Earn fees for engaging clients for Server Consolidation studies (using the CDAT tool) and delivering proposals on IBM System x high-end servers and/or BladeCenter. If you need help with SCON data analysis and proposal building, IBM's SCON Factory Proposal team will help and you can still earn fees. Send the [nomination form](#) to rodighie@us.ibm.com.

Client Consolidation (CCON) Fee Program for System x and BladeCenter – [Click for Announcement Ltr 509-780](#)

Earn fees for engaging clients for Client Consolidation studies (using the CDAT tool) and delivering proposals on IBM System x high-end servers and/or BladeCenter. If you need help with CCON data analysis and proposal building, IBM's SCON Factory Proposal team will help and you can still earn fees. Send the [nomination form](#) to rodighie@us.ibm.com.

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[Back to Contents](#)

System x Programs – IBM Public Sector**End Date: 12/31/09****System x Public Sector Fee Offering– [Click for Announcement Ltr 509-11131](#)**

Eligible Business Partners will receive a fee payment when eligible Public Sector End Users purchase eligible IBM System x, BladeCenter, and System Storage products directly from IBM . A customer notification form must be communicated by the BP to the customer notifying the customer that the BP might receive a fee. Fees range from 2% to 6.5% depending on product. Refer to announcement letter for eligible government contracts . [See the fee grid.](#)

System x Programs – Intel and AMD**IBM System x Pre-Sales Services Program**

IBM and Intel have allocated a pre-determined amount of funds to help support Proof of Concept engagements on quarterly basis. For Intel system competitive or refresh opportunities of \$100k+ of System x server potential revenue, up to 5% of pre-sales services funding is potentially available. Services must be delivered before you receive a P.O. Send [Funding Request form](#) to Lori_Hennessy@ca.ibm.com and a time slot will be sent to review opportunity on weekly IBM Intel Services call.

HS22 Reseller Event Loaner Program

HS22 with S chassis loaners are available for up to 2 weeks for partner events based on availability. Contact michael.l.moreno@intel.com

Intel Demo Depot – High Volume, High End, Blade

Procure 45 day loaner servers. See the [attached overview](#) for the submission process. Submit the [demo request form](#) to michael.l.moreno@intel.com

AMD Loaners

AMD System x product loaners available up to 60 days. Contact your AMD BDE or Mike.Monthei@amd.com

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[Back to Contents](#)

IBM Global Financing – Available to all System x Resellers**IBM Simplified Midmarket Financing - [See IBM Channel Communication Letter #0909-271](#) End Date: 12/31/09**

•Full Payout Option Only offering for transactions \$5K<\$25K in the US & CA. It is easy to use and understand. It streamlines the process, reduces complexity and has fewer RoF screens (Fast Path Financing) with simple terms of 12, 24 and 36 months. Includes first of the month billing, no interim rent and no partial invoices. Best and Standard credit are eligible.

IBM Low Rate Financing Incentive - [Click for Announcement Ltr IBM 507-043](#) End Date: 12/31/09

•**US Rates as low as 1.60%** for non-PC HW (3.00% for SW/BCS Svcs, 3.30% for ITS svcs).
 •Transaction size \$5K-\$1M in US and CAD System P up to \$2M max; zSeries requires special bid

IBM Jump Start Rates for 2009 - [Click here for more details on these rates](#) End Date: 12/31/09

For all IBM hardware clients and prospects in the United States. Enhanced low rates and flexible options. Clients may select one, two or three month deferrals on all IBM and non IBM hardware on B and G (True) Leases.

IBM Certified Pre-owned Equipment (ICUE) - [Click Here for more details](#) End Date: 12/31/09

Preserve margins by including and selling IBM Certified Used Equipment. Feel comfortable teaming with the IBM field sales organization who receive compensation for sales by Business Partners. Help your clients enhance their IT Infrastructure today with IBM solutions that include ICUE Offer your clients a combination of new and certified pre-owned equipment.

IBM Blue Blade Bundle Incentive - [Click here for details on this offering](#) End Date: 12/31/09

This solution includes IBM Blade servers and services, flexible IBM storage systems, IBM Service Pac, environmentally safe disposal of assets and an affordable monthly payment.

IBM Blade Center Flexible Choice Incentive - [Click for Announcement Ltr 507-039](#) End Date: 12/31/09

IBM Business Partners can receive competitive pricing on Blade Center chassis and Blade servers, IGF leads with a 60 month FPO lease on the chassis and 36 month FMV lease on the Blade, but the chassis and blades are available for terms between 24 and 60 months with a FPO or FMV option. Eligible IBM System x and Blade products acquired before 12/31/09.

IBM IGF Doubles Reseller Fees for 4Q – [Click for Announcement Ltr CC0910-297](#) End Date: 12/31/09

During 4Q (10/1/09 – 12/31/09) IGF is doubling reseller fees for IBM System x centric financing transactions. Register your opportunity using the [attached form](#) and work with either your IGF Distributor team or IGF directly to close the opportunity.

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IBM Global Services Programs – Available to all System x Resellers**End Date: Ongoing****IBM ServicePac for Remote Technical Support Services, IBM ServicePac for Post-Warranty Maintenance Services, and IBM ServicePac for Warranty Service Upgrade Business Partner incentive - [Click for Announcement Ltr 509-411](#)**

Eligible IBM Business Partners can receive quarterly incentive payments for EDI or Web-based reported sales of ServicePacs to End Users once they have sold a minimum of 10 eligible ServicePacs during a calendar quarter. The eligible ServicePacs can be sold separately or together, in any combination, in order to qualify for an incentive payment. New in 2009! Increased payment amounts from \$10 to \$15 and \$15 to \$20 based on IBM list price and corresponding payment level.

IBM ServicePac Remote Technical Support and IBM ServicePac for Warranty and Maintenance Options Business Partner incentive - [Click for Announcement Ltr 508-657](#)

Eligible IBM Business Partners can receive monthly incentive payments for EDI or Web-based reported sales of eligible new RTS and WAMO ServicePacs sold at the same time and that appear on a single End-User invoice. The IBM list price of RTS ServicePac must be at least \$200. Rebate payments of either \$50, \$150, \$250 or \$300 are made on each eligible RTS ServicePac based on IBM list price.

IBM Power Systems, System i, System p, and System x* hardware maintenance Business Partner incentive - [Click for Announcement Ltr 509-529](#)

Eligible IBM Business Partners can receive a quarterly incentive payments if their End User purchases remarketed ServiceElite or ServiceSuite™ hardware maintenance with a prepaid contract period of at least one year of billed maintenance for a qualifying IBM Power Systems, System i, System p, or System x server that is no more than one day beyond the end of its warranty period. **System x machine type 7839 added effective July 7, 2009.**

IBM Warranty Service Upgrade* Business Partner incentive - [Click for Announcement Ltr 509-530](#)

Eligible IBM Business Partners can receive quarterly incentive payments for sales of eligible ServiceElite or ServiceSuite Warranty Service Upgrade (WSU) for qualifying machines to End Users, once they have sold a minimum of 10 eligible WSUs for System x and 5 eligible WSUs for System p, System i and Storage in any combination during a calendar quarter. **System x machine type 7839 added effective July 1, 2009.**

IBM Internet Security Systems Deal Registration - [Click for Announcement Ltr 509-961](#)

For eligible IBM Internet Security Systems (IBM ISS) products and services, Deal Registration offers an enhanced discount if the Business Partner identifies a new opportunity that meets minimum revenue attainment of \$25,000 USD. Process uses Global Partner Portal (GPP) and Contracts OnLine (COL) to provide ease of doing business. See announcement for details and IBM ISS eligible products and services listing.

*See announcement letters for a list of eligible System x machines and corresponding rebate payment amount. If both Warranty Service Upgrade and post-warranty hardware maintenance are sold for the same machine, those sales qualify for a rebate as eligible in both ServiceElite/ServiceSuite programs.

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[Back to Contents](#)

Brand	Marketing and Education Incentives for System x Resellers	
Cross Brand / Mktg	<p>Express Seller Flash Monthly no-charge mail offer - Click for current offer</p> <p>Order up to 2000 no-charge postcards EVERY MONTH to send to your customer/prospect list. The monthly postcards promote timely offers and are nearly 100% customizable. Complement the postcards with a free customizable html email. Check the Express Flash on the first Tuesday of the month for the latest offer.</p> <p>http://www.ibm.com/vrm/newsletter/10606</p>	On-going
STG / Mktg & Education	<p>PartnerRewards End Date: 12/31/09</p> <p>BPs whose combined STG revenue was between \$25K and \$100K between 4Q07 – 3Q08, are eligible for \$5K of marketing benefits (no match required) along with five 80% off STG education vouchers and five Prometrics test vouchers covering 100% of the test cost. BPs whose combined STG revenue was over \$100K between 4Q07 – 3Q08 qualify for \$10K of marketing benefits, ten STG education vouchers, and ten Prometrics test vouchers. Questions on the marketing benefits? Send an email to prmarket@us.ibm.com. Request vouchers by going to IBM BP STG voucher program.</p>	
Know Your IBM Rep Rewards	<p>Know Your IBM (KYI) Rep Rewards – Click for latest announcement ltr from 6/5/2009 End Date: 12/31/09</p> <p>Know Your IBM (KYI) Rep Rewards is a Business Partner Rep SPIFF that rewards you for learning about IBM offerings and reporting sales of eligible products. In 2009, you can earn a total of US\$20,000 in reward points for the entire year! Use your KYI points for merchandise, trips or a reloadable Mastercard.</p> <p>Go to www.ibm.com/partnerworld/knowyouribm to learn more.</p>	
4Q Fast Start Co-Marketing Incentive	<p>Fast Start Co-Marketing Incentive for Premier BPs – Click for Channel ltr C0910-310 Apply by: 12/4/09</p> <p>IBM Business Partners who are Premier members of PartnerWorld can receive reimbursement from IBM for eligible marketing expenses, up to a maximum of \$10,000 USD. This offer is "fully funded" by IBM which means you are not required to match the funds. The program terms are very flexible and cover demand generation for IBM hardware, software and services. You can execute through your own agency or an IBM approved agency. See the program terms and conditions. Submit your application through the co-funded marketing tool (CMT) at www.ibm.com/partnerworld/cofundedmarketing by 12/4/09. All activities must be complete by 12/31/09 (do not execute activities prior to approval). Reimbursement request must be submitted to IBM by 3/1/10.</p>	

Back-Up

Recently Announced Promotions

System Storage Bundles Promotion 509-538

➤ **July 21, 2009 – Nov 30, 2009**

The offer - For a limited time only, eligible IBM® Business Partners can receive a \$4,396 rebate for the sale of the following bundle of products. To qualify, all products in the eligible bundle must be sold at the same time and appear on the same end-user invoice. Plus, EDI or Web-based sales transaction reporting must be received by IBM no later than December 31, 2009.

Eligible bundle

Description	SEO Number	Quantity
▪ x3350 Express™ Xeon® Quad Core	4193D2U	1
▪ 2GB (2 x 1GB)	46C7428	1
▪ 73GB 10K 2.5" Hot-swap	40K1052	2
▪ IBM 3 GB HBA Controller V2	44E8700	1
▪ Remote Supervisor Adapter II	39Y9566	1
▪ IBM System Storage DS3200	172621X	1
▪ IBM 1m SAS Cable	39R6529	1
▪ 1000 GB Dual Port Hot Swap SATA	43W7630	3

Recently Announced Promotions

System Storage DS3000 First-in-Location BP Incentive

➤ **October 1, 2009 – December 31, 2009**

Nomination Process – BPs must nominate FIL End Users, on or before the date of the sale of the eligible product, in order to qualify for the incentive payment. Nominations can be made by sending an e-mail to EnterpriseFIL@Tradeonemktg.com with the following in the subject line, “End User nomination for new storage FIL End User.” The following elements should be included in the body of the note: End User name; End User address (list all location addresses if multiple locations are involved); Business Partner Company Name; BP LOCID; BP contact name, BP contact e-mail address, BP contact phone number.

What you can earn:

Part #	Description	List Price	SMBG Price **	Rebate *	Effective Price	% Savings off List	KYI Points ***
172621X	DS3200 Single Controller	\$4,495	\$2,741	\$500	\$2,241	50%	300
172622X	DS3200 Dual Controller	\$6,495	\$4,026	\$500	\$3,526	46%	300
172631X	DS3300 Single Controller	\$4,995	\$3,296	\$750	\$2,546	49%	300
172632X	DS3300 Dual Controller	\$7,495	\$4,653	\$750	\$3,903	48%	300
172641X	DS3400 Single Controller	\$6,495	\$2,272	\$500	\$1,772	73%	300
172642X	DS3400 Dual Controller	\$9,295	\$5,205	\$500	\$4,705	49%	300

** SMBG stands for Sell More Blue Grid pricing which is available to you through your Distributor

*** Make sure to report individual rep sales through KYI to earn payments in addition to the FIL rebate

* ***This incentive is paid on end-user reported Sales - [Click to report your sales via the Web](#)***

[Back to Promotions Page](#)

2009 System x and System Storage Growth Incentive (Announcement 509-539)

- .5% on all eligible System x and System Storage end user sales; Additional 1.5% for selected Blade and High End products
- Additional 2% for eligible Express servers and options
- See the table below for payouts for 71% to 125% of the quarterly 2009 System x and System Storage sales revenue targets
- System x target is based on 97.6% of pervious year same qtr revenue and System Storage is based on a 21% uplift of the same qtr previous year revenue or \$250K whichever is greater
- BPs w/o targets who achieve at least \$250K eligible revenue in the current qtr will be paid as if assigned a \$250K min target

Achieve \$25K or more in 2008 or the previous qtr to qualify for the incentives shown

< 70% or less attainment = .5% incentive

EXAct and Blade investment BPs are also eligible to particpate

Attainment Percentage	Incentive Percentage	Attainment Percentage	Incentive Percentage	Attainment Percentage	Incentive Percentage
71%	0.52%	89%	0.88%	107%	1.24%
72%	0.54%	90%	0.90%	108%	1.26%
73%	0.56%	91%	0.92%	109%	1.28%
74%	0.58%	92%	0.94%	110%	1.30%
75%	0.60%	93%	0.96%	111%	1.32%
76%	0.62%	94%	0.98%	112%	1.34%
77%	0.64%	95%	1.00%	113%	1.36%
78%	0.66%	96%	1.02%	114%	1.38%
79%	0.68%	97%	1.04%	115%	1.40%
80%	0.70%	98%	1.06%	116%	1.42%
81%	0.72%	99%	1.08%	117%	1.44%
82%	0.74%	100%	1.10%	118%	1.46%
83%	0.76%	101%	1.12%	119%	1.48%
84%	0.78%	102%	1.14%	120%	1.50%
85%	0.80%	103%	1.16%	121%	1.52%
86%	0.82%	104%	1.18%	122%	1.54%
87%	0.84%	105%	1.20%	123%	1.56%
88%	0.86%	106%	1.22%	124%	1.58%
				125%	1.60%

2009 System x and System Storage New Customer Bonus (NCB) (Announcement 509-518)

- Incentive to sell to New System x and System Storage Customers throughout the year
- Registration and approved nomination required www.ncbprogram.com
- Customer revenue of less than \$25K in System x and/or System Storage in the last 12 months to qualify
- Incentive payouts begin at low clip level (\$10K)
- Enterprise License Agreements (ELA) and Cell Blades are not eligible
- Earn up to \$20,500 for maximum eligible System x and System Storage revenue to approved new customer

Revenue and Incentive payment Schedule - System x or System Storage!

Clip	Payout	Cumulative	Cumulative %
\$10,000	750	750	7.5%
\$25,000	750	1,500	6%
\$50,000	750	2,250	4.5%
\$100,000	2,000	4,250	4.25%
\$250,000	3,000	7,250	2.9%
\$500,000	3,000	10,250	2%

Channel Evaluation Program (Announcement 509-551)

Program Overview

- Eligible IBM BPs can purchase eligible systems from their Distributor or use existing inventory to offer their End Users a pre-approved on-site evaluation of System x, BladeCenter, System Storage products, and options
- Maximum evaluation period of up to 90 days from the date the evaluation is approved by IBM.
- Business Partners can receive incentive payments up to 35% of the Web Price for reported sales of channel evaluation products (excluding Express seller models)

Incentive Structure

- Evaluations per Business Partner Enterprise will be governed by a quarterly ticket release system. Each evaluation ticket will be active for a predetermined number of evaluations based upon the quarter in which it is released. Tickets expire when channel evaluation products are returned to IBM, or when the predetermined number of evaluations is reached. If the pre-approved Channel Evaluation product is returned, there is a Return Fee of 5%
- Two sales rewards tickets will be released per BP at the close of the first, second and third quarters if at least 75% of their year-to-date evaluations have resulted in a sale to an End User.
- U.S. Federal, State, or Local government entities are excluded from incentives payments but will be eligible for special bid consideration. System x Express Seller models are excluded. Channel Evaluation may be combined with Sell More Blue if the Business Partner's opportunity qualifies.

Amount of the Channel Evaluation incentive payment will be equal to:

- Percentage of the regular published IBM Web price, on the date the product was approved for evaluation:

	Incentive Payment % of Web Price
System x high-performance server x3950+ (includes scalable systems)	30%
System x high end servers	30%
System x low end servers	15%
System x Blade and BladeCenter	30%
System Storage products	15%
Options	20%

New enhancement announced 8/13 - - get 30 day trials (plus 15 days for shipping) on the following servers with NO RETURN FEE – x3400 M2, x3500 M2, x3550 M2, x3650 M2

2009 Technology Access Program (TAP) (Announcement 509-875)

➤ TAP rebate plus bid index allowance equals eligible percentage off list. Discounts are as follows:

		Discount Minus	
Product Groups	QTY	Bid Index%	
System x Servers & Blades	1-2	40%	
(Any standard model)	3-12	20%	
Options	1-16	40%	
Options	17-96	20%	
System Storage	Part #	Qty	Discount
DS3200, DS3300 & DS3400	1726xxx	3-12	20%
		1-2	40%
DS4000(TM) EXP810	181281H	3-12	38%
		1-2	45%
DS4800 Model 82	181582H	3-12	38%
		1-2	45%
DS4800 Model 84	181584H	3-12	38%
		1-2	45%
DS4800 Model 88	181588H	3-12	38%
		1-2	45%
DS4800 Model 80	181580H	3-12	38%
		1-2	45%
DS4700 Model 70 Express	181470H	3-12	38%
		1-2	45%
DS4700 Model 72 Express	181472H	3-12	38%
		1-2	45%
Options		1-16	45%
Options		17-96	38%

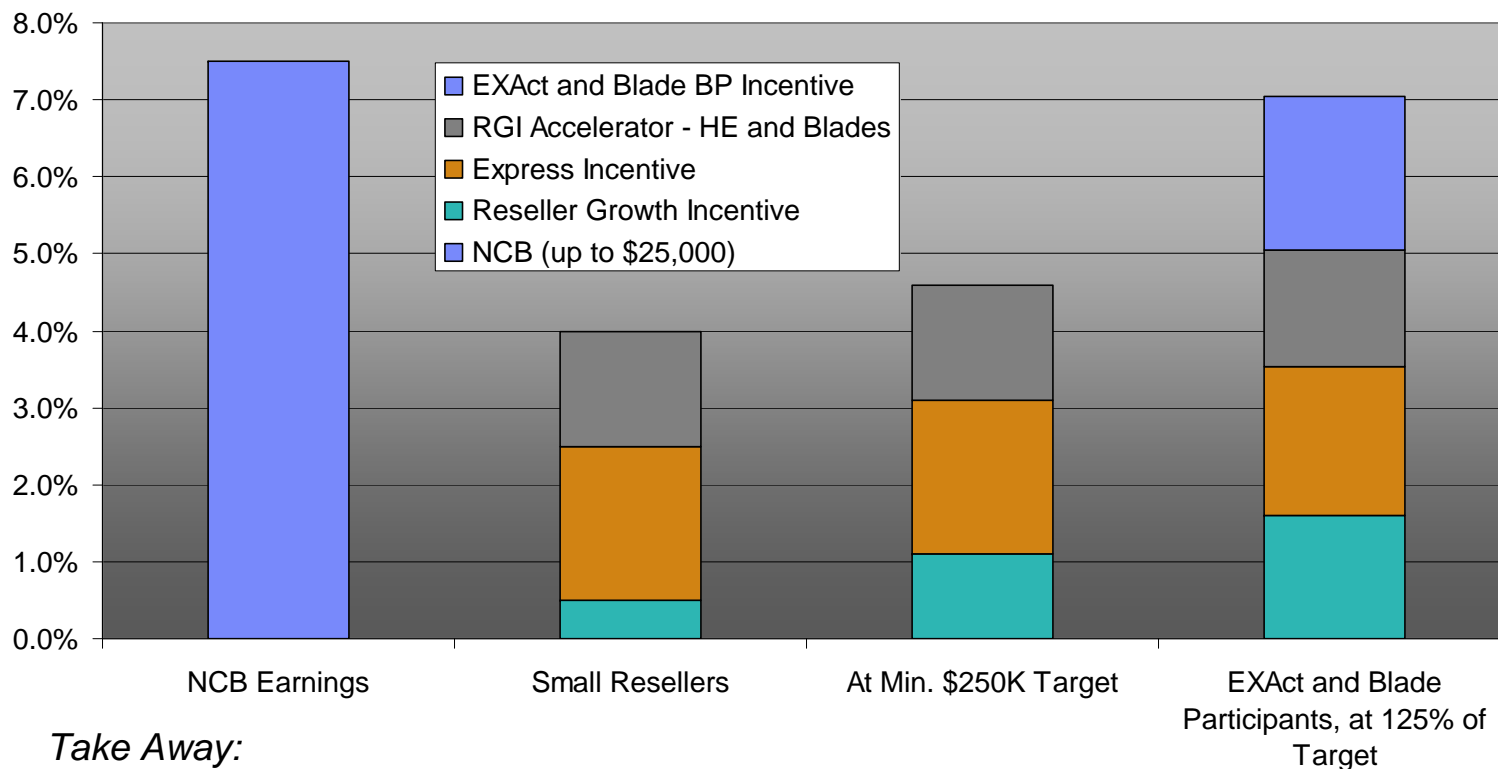
The Technology Access Program (TAP) offers selected PartnerWorld members the ability to System x servers, BladeCenter products, selected System Storage products, and options at discounts off the IBM Web price minus bid index % for internal use, demonstration or development purposes.

2009 Public Sector Fee incentive (Announcement 509-1050)

- Business Partners must notify the customer that the BP might receive a fee from IBM and the BP must provide IBM with a copy of the customer notification

Product	Rate
System x and BladeCenter Options VMware, Altiris, Remote Deployment Manager (RDM)	6.5%
High Performance Systems System x3755, 3800, 3850, 3850 M2, 3950, 3950e, 3950 M2 Servers	5%
BladeCenter and Chassis BladeCenter S, E, H, T, HT Chassis, HS12, HS21, HS21XM, LS21, LS22, LS41, LS42, HC10 Blades	6.5%
High-Volume Server Systems x 3250, 3250 M2, 3350, 3400, 3450, 3455, 35000, 3550, 3650, 3655 Servers	3.5%
Entry High-Volume Servers System x 3200, 3200 M2 Servers	3.0%
System x and BladeCenter Express Models	2.0%
System Storage DS3000, DS3200, DS3300, DS3400, DS4000TM, DS4200, DS4700, DS4000TM EXP810, LTO, SAN	3.0%
System Storage Express DS4000 LTO, SAN	2.0%

OK, So What Do I Earn?



Take Away:

- Greater Entitlement Across the Board! Eliminating Make-Miss Risk.**
 - Entitlement for System x and Storage, High End and Blades, and Express
 - Effectively eliminate 'targets' for Smaller Resellers, yet still provide access to higher earnings when sales exceed \$250K
- Leverage enhanced benefits under PartnerRewards for demand gen and skill building!**
- Lot's of \$\$ to be earned on System x, especially in Blades and High End (especially since incentive paid on 'Bid Index' which is typically 50-70% of your 'COGS')**

Note: Blade will assert product leadership in 1Q vs. HP with new Blade and IBM Director 6.1
- Ditto for Storage; leverage Low End (DS/3000 type) Storage**