

# IBM Eco Ascent 2021 Winning New Customers



**Program Duration:** June 28, 2021, through December 31, 2021

**Offer:** Tech Data partners can earn 8% of eligible purchase order revenue for sales to customers in designated IBM software brands, provided the customer has not previously purchased products within the brands within a specified time frame.

## Offer Details

- Qualifying software:
  - Data & AI
  - Automation
  - AI Applications
  - Security
- The customer must not have purchased any software product included in the qualifying individual software brands since January 1, 2019.
- Each brand is treated independently for the purposes of this offer and will require an individual pre-approval request.
  - Example: A sale to a customer that has purchased Security and Data & AI software since January 1, 2019 but has not purchased Automation software in that same period will qualify if the purchase order to Tech Data meets the minimum billed revenue for Automation.
  - Example: A sale to a customer that has purchased AI Applications software since January 1, 2019 but has not purchased Automation or Security in that same period will qualify for both Automation and Security if each of the acquisitions of Automation and Security independently meet the minimum billed revenue in each respective brand.
- Eligible billed revenue includes:
  - New software perpetual license revenue
  - Software Subscription license revenue for year-1
  - Software Subscription license revenue for year-2 if a multi-year subscription term is billed up front
- Minimum eligible (reseller's cost) billed revenue for any single software brand (Data & AI, Automation, AI Applications or Security) is \$80,000 USD for perpetual license purchases or \$80,000 Annual Contract Value (ACV) for Subscription purchases.
- Brands may not be combined to meet the minimum billed revenue requirement.
  - Example: billed revenue for \$40,000 in Security and billed revenue for \$40,000 in Automation may not be combined for a minimum threshold.

- Brands qualifying for the offer.
  - **Data & AI** includes the parts in the following Participation Groups: Cloud Pak for Data & Extensions, Data Science & AI, Financial Services, Information Architecture and parts not published to the Distributors that are related to any of these Participation Groups, but are available only through special bid by IBM reps.
  - **Automation** includes parts in the following Participation Groups: Application, Management & Integration, Digital Business Automation and parts not published to the Distributors that are related to any of these Participation Groups, but are available only through special bid by IBM reps.
  - **AI Applications** includes parts in the following Participation Groups: Engineering Lifecycle Management, Maximo, Sterling, TRIRIGA and parts not published to the Distributors that are related to any of these Participation Groups, but are available only through special bid by IBM reps.
  - **Security** includes parts in the Security Participation Group and parts not published to the Distributors that are related to this Participation Group, but are available only through special bid by IBM reps.
  - **Software participation groups** may be found on the Eligible products for Software Deal Registration list on PartnerWorld.
  
- Partners must apply via the [pre-approval form](#), be approved by IBM prior to the sales order date and submit a request for payment via [claim form](#) after the sales order is submitted.
- If a customer has multiple qualifying brands, each must be applied for and approved separately.
  - All the approved brands may be on the same sales order.
  - An approved brand may be on multiple sales orders as long as the cumulative amount for the sales orders meets the minimum revenue amount for the brand.
- Partners should submit requests for payment within 14 days of the sales order date.
- Payments will be made in the quarter following the request for payment.
- Maximum payment for any single brand is \$50,000 per customer for the duration of the offer.
- A customer sale may qualify for multiple brands, each of which has a maximum payment of \$50,000.
- This offer can be combined with other offers unless specifically excluded.
- All dollar amounts in this offer description are US dollars. Payment will be made in local currency.

## Processing Information

- The Partner must submit a deal approval request via the pre-approval form prior to the sales order date.
- Multiple qualifying brands for a specific customer must be submitted as a separate requests for approval.
- An IBM contact will review the request and respond with an approval or rejection and communicated to you by a Tech Data Representative.
- Partners must submit a claim request for payment via the Claim Form within 14 days of the sales order date.
- Payment will be made in the quarter following the request for payment and approval by IBM.

## Exclusions

- Government Entities/Government Owned Entities.
- SaaS transactions
- Monthly term licenses, Fixed term licenses, Trade Up licenses, Subscription licenses through Upgrades.
- Subscription and Support (S&S) or TSS as separate sales order line items.
- Flexible Contract Term (FCT) orders.
- Primary Support Provider (PSP) orders.
- IBM Cloud, Public Cloud and Cloud Platform.
- Any products not explicitly included in the eligibility description.
- Single Tier resales (not passing through a distributor).
- Embedded Sales Agreements/Service Provider Agreements.
- Influence deals where the Business Partner does not fulfill the deal.
- License compliance settlements.
- IBM Partner Marketplace.
- For Software the standard exclusions as stated in the IBM Software Distributor Quarterly Program Guide apply.

## General Provisions

- A Partner's participation in this offer is subject to the terms and conditions of any applicable agreements, such as the IBM PartnerWorld Agreement and, as applicable, the IBM and Tech Data Business Partner Agreement.
- Tech Data reserves the right to modify or withdraw this offering at any time without notice, including the right to change or add eligible parts without prior notice.
- Tech Data reserves the right to request additional information concerning the relevant transaction at any time and to reject requests where the eligibility criteria is not met.
- Tech Data reserves the right to recover from the Partner any amounts due to Tech Data because of overpayment or noncompliance with the Offering.
- This offer is void wherever prohibited or restricted by law.

Please contact your Tech Data Representative for additional information regarding this offer.



**Craig Pessman**  
IBM Vendor Business Executive  
Automation  
(217)-377-8364  
[craig.pessman@techdata.com](mailto:craig.pessman@techdata.com)



**Tony Ruiz**  
IBM Vendor Business Executive  
Security  
(210) 683-2290  
[Antonio.Ruiz@techdata.com](mailto:Antonio.Ruiz@techdata.com)



**Randy Jones**  
IBM Vendor Business Executive  
AI Applications  
(602) 684-0851  
[Randy.Jones@techdata.com](mailto:Randy.Jones@techdata.com)



**Aaron K. Geer**  
IBM Vendor Business Executive  
Data & AI  
(210) 241-0707  
[Aaron.Geer@techdata.com](mailto:Aaron.Geer@techdata.com)

