IBM®

Novemebr 27, 2020.

November to Remember Q4 2020 promotion for NA EXTENDED UNTIL DECEMBER 18, 2020

To: Business Partners North America

Subject: Q4 Fast Start 2020 IBM Software 5% Sales Promotion

IBM is pleased to announce an incentive for Q4 2020

ACT NOW. In these unprecedented times, drive a strong November to Remember NOW EXTENDED

The intent of this EOQ 2020 promotion is to reward Business Partners for closing New License software deals from November 1, 2020 until December 18, 2020. This promotion announcement adds another 5 % Software sales incentive   payment for eligible registrations.

For eligible accounts (BP Led and Co Led accounts), increase your IBM Partner ecosystem Sales fee payments as follows: November 1 , 2020 through December 18, 2020 an additional 5% for IPE Sales payments.

GOE, Government owed entities accounts are not eligible
IBM led accounts are not eligible
IPE Sales assist program is not eligible. BP must be the reseller.
$25k per BP per ACCOUNT is the cap for this promotion.
$25k cap also per ACCOUNT for the entire Q4 promotional time frame.

Simply put, use our IPE Sales incentive to close more revenue in November, and make more money!

Qualifying criteria:

- IPE eligible parts list products are included
- Software/transactions sold into IBM Led (Key, Industry) are not eligible
- Transactions must have the IBM Sales Order date in the promotion period
- Government transactions do not qualify
- SaaS attainment does NOT qualify
- S&S and Trade Up Parts do not qualify

This announcement supersedes any and all previous offerings and understandings between the parties regarding the subject matter of this announcement, whether written or oral.

IBM reserves the right to modify or withdraw this incentive offering at any time. If IBM finds that there are any payments that we determine to be unearned or paid in error, you agree to refund the amount of the unearned payments or we may offset any amounts due you against any amounts due us.

Please do not hesitate to contact your IBM Representative or IBM Channel Operations Team for additional information regarding this offering.

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IBM NA Software Programs and Incentives