

IBM Storage Digital Program Ignition Promotion

Announcement Number: ZWAM1241A

Announcement Date: September 1, 2021

Overview

This promotion has been designed to encourage IBM Business Partners (BP) to use the new IBM Storage Digital Program (SDP) announced earlier this year. Under this promotion, BPs may be eligible for funding to run campaigns using SDP to create leads, and may be eligible to earn incremental rewards for IBM sales out revenue from won SDP opportunities.

Visit the [SDP Seismic page](#) to learn more about the SDP and how it can help BPs generate new opportunities with new customers.

This promotion consists of two parts:

Part I. Resellers and Systems Integrators who use their SDP Unique URL in a sales/marketing campaign may be eligible to receive up to \$5,000 USD reimbursement for eligible campaigns executed in 2nd Half 2021.

Part II. Business Partners will receive a payment of 2% on IBM sales out revenue from won opportunities generated with the BP's SDP Unique URL in 2nd Half 2021.

Details

Part I:

- All United States Business Partners are eligible to participate. The Business Partner must have an IBM Business Partner Agreement in place.
- Business Partners must request a SDP Unique URL on the [SDP Seismic page](#) (if they don't already have one).
- Business Partners submit the SDP Ignition Promotion Request Form providing details on how they will use their SDP Unique URL in their SDP Campaign.
- The request form can be found in the Additional Information section of this announcement letter.
- Submit Request to Katie Miles kmmiles@us.ibm.com
 - Eligibility criteria is included in the Terms & Conditions section below.

- Usage of the co-marketing program is not required for this promotion, however existing co-marketing campaigns may be updated to include the URL to be eligible.
- IBM will review the campaign and notify the Business Partner SDP Focal Point if approval has been granted.
- The Standard Storage Digital Program process will be followed:
 - IBM will send to the Business Partner SDP Focal Point a monthly report of the statistics of the URL usage on the SDP page, including identified opportunities.
 - Special identifiers will be used on all leads passed:
 - Primary Campaign Source: [000036TL_WW_Must Win OX_Storage](#)
 - Opportunity Strategy Tag: [SDP_US_BP](#)
 - All descriptions start with 'SDP'
 - Business Partners must use the records passed to them by the IBM DDR team because they contain these important identifiers. DO NOT create new opportunity records. The identifiers must be on the record.
 - IBM always passes leads generated by the BP URL to the same BP, with no exceptions.
 - The SDP program does not control registrations. BPs must still obtain a valid registration.
 - Refer to the SDP Channel communication [CC2106-023](#) which is also posted on the SDP Seismic page.

Part II:

- Business Partners will receive a payment of 2% on IBM sales out revenue from won opportunities generated with the BP's SDP Unique URL in 2nd Half 2021.
- IBM will send the Business Partner SDP Focal Point a report of SDP opportunities passed to the Business Partner with the SDP special identifiers to validate the opportunities that are eligible for the 2% rebate.
- Report of final qualifying opportunities will be sent to the Business Partner in January 2022.
- Validation and payment process information is in the How to Claim section below.

Who is Eligible?

The following IBM Business Partners are eligible for this incentive:

- Resellers who purchase from an IBM Distributor
- Systems Integrators who purchase from an IBM Distributor

Qualification Criteria

IBM Business Partner Agreement is required.

Need help?

Questions about this announcement should be directed to Katie Miles kmmiles@us.ibm.com.

Start and End Dates

This offer is valid from 1-September-2021 to 31-December-2021.

Which countries is the offer available in?

This offer is available only in the United States.

Terms & Conditions

Part I:

Eligible expenses

- Creation, production and distribution of digital media
- Website content creation and content management
- Purchased list of prospects
- Lead generation services such as providing contact information for prospects, database and internet searching, prospecting and email nurturing
- Temporary personnel hired directly or retained through a staffing company for an approved campaign. Timesheets of direct-hired temporary personnel are required as a Proof of Performance. Timesheets must be signed and approved by your management, including employee names, job titles, start dates, total hours worked, total salaries paid, and description of the activities completed
- Promotional gifts
- Meals/refreshment provided in connection with a webinar
- Speaker fees
- Inbound marketing services. A vendor contract identifying the marketing services and Proof of Performance of the tactics included in the marketing services must be provided to reimburse inbound marketing services
- Marketing consultation provided by IBM or a reputable, qualified marketing firm. Does not include trainings of your employees on topics such as sales and social media. Marketing consultation cannot be claimed as a stand-alone activity but must be

connected with an approved digital marketing activity. Services include setting marketing strategy and associated targeting and messaging, SWOT analysis developing a response platform and progress tracking. A written plan identifying the services and Proof of Performance of the tactics supported by the marketing consultation must be provided to reimburse marketing consultation expenses. Marketing consultation will not be reimbursed if claimed as a stand-alone activity. Employee training on general topics such as sales or social media does not qualify as marketing consultation and therefore will not be reimbursed

- IBM will only reimburse for eligible expenses, subject to applicable IBM spending limits, as set forth in the current version of [IBM Co-Marketing Guide](#).

Ineligible expenses

The listed expenses are not eligible:

- Sales incentives
- Advertorials
- Gift Cards
- Hosting and server-related expenses for websites
- Services, capital equipment or equipment used in routine business operations (such as furnishings, telephone equipment, corporate signage or company stationery)
- Prizes of material value which are awarded through lottery, drawing or other game of chance
- Software, demonstration equipment or visual aid equipment (such as PCs, laptops and monitors)
- Activities where you are promoting both IBM and IBM competitor products and technologies
- without prior written approval
- Salaries for your regular employees who may support co-marketing activities

Prohibited actions

The listed actions will cause your entire claim to be denied:

- Providing cash, cash equivalent or gift cards convertible to cash to any participant
- Paying speaker fees to any GOE employee
- Organizing or participating in a lottery, drawing and other game of chance where the value of the prizes which exceed the per-person gift limit
- Exceeding per-person limits for gifts, meals/refreshments
- Submitting inaccurate, falsified or otherwise misleading information regarding your Co-Marketing activity

Part II:

This Incentive is not eligible for transactions to Government Owned Entities.

Can be combined with other rebates.

Ordering

Follow normal ordering procedures with Business Partner's Distributor.

How to claim

Part I:

- Business Partner must complete approved campaign by December 31, 2021.
- Business Partner must provide IBM with a copy of a paid invoice and Proof of Performance on how the \$5,000 was used in the approved campaign plan. Submit to Katie Miles kmmiles@us.ibm.com
 - Proof of Performance - Itemized third-party invoice and the following:
 - Blogs – screenshot of one complete, published blog
 - E-book/flipbook – copy of each e-book/flipbook or active URL link to a page where e-book/flipbook is published
 - Email
 - If quantified by the vendor – screenshot of every unique email
 - If not quantified by the vendor – screenshot of one email
 - Landing page – full-page screenshot of each landing page– Mobile app – screenshot from each mobile app
 - Newsletter
 - If quantified by the vendor – screenshot of every unique newsletter
 - If not quantified by the vendor – screenshot of one newsletter
 - Online ads & banners – screenshot of each online ad or banner
 - Pay-Per-Click (PPC) managed by agency – screenshot of the ad as it appeared on the web or Pay-Per-Click report
 - Pay-Per-Click (PPC) managed by you – screenshot of the ad as it appeared on the web or Pay-Per-Click report filtered by claimed campaign and eligible time frame
 - Search Engine Optimization (SEO) – report of optimized keywords/phrases used for SEO
 - Social media – screenshot of one social media post
 - Text messaging/SMS marketing – screenshot of one text message
 - Video – copy of the full, published video or active URL link to a page where the video is published
 - Web page – active URL link or full-page screenshot of each web page

- Digital events hosted by you – copy of invitation or agenda to each webinar showing the date and topic
 - Digital events hosted by third parties – copy of invitation or agenda to each webinar showing the date and topic and event package details as provided by the organizer. Note: all items included in the package must be eligible
- Business Partner may provide this evidence at any time after the expense is incurred.
 - Allow 30 days for payment of eligible and approved expenses after Invoice and Proof of Performance are validated.
 - Payment will be made directly to the Business Partner via Brand Muscle. If the Business Partner is not setup with Brand Muscle, please register at www.promo-center.com

Part II:

- IBM will send the Business Partner SDP Focal Point a report of SDP opportunities passed to the Business Partner with the SDP special identifiers to validate the opportunities that are eligible for the 2% rebate.
- Report of final qualifying opportunities will be sent to the Business Partner in January 2022.
- BP must validate and return the validation list of won opportunities to IBM by February 28, 2022.
- All payments will be based on eligible opportunities with orders shipped no later than December 31, 2021.
- Allow 30 days for payment after validation of won opportunities with orders shipped.
- All payments will be made directly to the BP in 1Q 2022 via Brand Muscle. If the Business Partner is not setup with Brand Muscle, please register at www.promo-center.com

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 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 or any local taxes, as applicable.
 - Financing may be available. Refer to the at: [IBM Global Financing Web site](#)
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