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IBM eServer Blade and BladeCenter server solution 2006 Business Partner incentive

[Announcement Letter Number IBM06-011 dated January 10, 2006](#)

[US - Last Revised on January 10, 2006](#)

Brief Description of Announcement, Charges, and Availability

OVERVIEW

This announcement replaces the IBM eServer Blade and BladeCenter server solution Business Partner incentive, PCD 05-540, dated October 18, 2005.

The offer

Eligible IBM Business Partners who are approved to remarket IBM Blade and BladeCenter (R) products can receive monthly incentive payments when they:

- o meet a \$300,000 annual sales revenue target for EDI or Web-based reported End User* sales of eligible new Blade and BladeCenter products, and
- o meet and maintain defined BladeCenter sales and technical support competency commitments, and
- o acquire a qualifying new BladeCenter server with a minimum of two

Blades for use as a demonstration system.

The amount of the monthly incentive payment will be equal to 3% of the reported eligible End-User Blade and BladeCenter sales revenue during the month.

In addition, if Business Partners meet defined quarterly sales revenue targets, they can also receive a quarterly incentive payment that will be equal to 3% of the reported eligible End-User Blade and BladeCenter sales revenue during the quarter. Refer to the Additional information/conditions section for a description of the methodology used in setting the quarterly sales revenue targets. Actual targets will be individually communicated to each eligible Business Partner within the first 15 days of each quarter.

Reported End-User sales revenue is defined as the total IBM Bid Index Price of the eligible products sold to an End User* on the date of the sale to the End User (End-User invoice date).

IBM Business Partners must purchase the eligible new products from IBM or an authorized IBM U.S. Distributor.

* as defined in the IBM Business Partner Agreement

For a list of qualifying and eligible products, refer to the Qualifying/Eligible products section.

Start and/or end dates

End-User invoices for the eligible products must have a date of on or after January 1, 2006, but no later than December 31, 2006.

All EDI and/or Web-based sales transaction reporting must be received by IBM no later than the 15th of the month following the close of each quarter.

Who is eligible?

The following IBM Business Partners are eligible for this incentive:

- o Solution Providers and Resellers who acquire products directly from IBM
- o Solution Providers and Resellers who acquire IBM products from IBM Business Partner -- Distributors
- o Systems Integrators

IBM is making this incentive viewable by Solution Providers and Resellers who acquire IBM products from IBM Distributors. IBM Distributors should contact their Solution Providers and Resellers to ensure that they are aware of this incentive.

IBM Business Partners who are operating under the Solution Provider -- Complementary Marketing or Systems Integrator -- Complementary Marketing terms are not eligible for this incentive.

Where is it available?

This incentive is available only in the United States and its territories.

Customer Letter Section

MARKETING INFORMATION

Financing may be available. Refer to the IBM Global Financing Web site at:

[//www.ibm.com/financing](http://www.ibm.com/financing)

Questions pertaining to this incentive should be directed to Glenn Ernst at gernst@us.ibm.com.

QUALIFYING/ELIGIBLE PRODUCTS

Qualifying products

Minimum demonstration system configuration

DESCRIPTION	PART NUMBER	QTY
BladeCenter Chassis	86771XX or 86772XX or 86773XX or 8730XXX or 8720XXX	1

and

Blades	8842XXX or 8832XXX or 8843XXX or 8839XXX or 8850XXX	2
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Eligible products

DESCRIPTION	PART NUMBER
JS20 Power Architecture (TM)-based Blades	8842XXX
HS20 Blades with Intel (TM) Xeon Processors	8832XXX
HS20 Blades with Intel Xeon EM64T Technology	8843XXX
HS40 Blades with Intel Xeon MP Processors	8839XXX
LS20 Blades with AMD Opteron Processors	8850XXX
BladeCenter Chassis	86771XX
BladeCenter Chassis with 1800W Power Supplies	86772XX
BladeCenter Chassis with 2000W Power Supplies	86773XX
BladeCenter T Chassis (AC Version)	8730XXX
BladeCenter T Chassis (DC Version)	8720XXX

ADDITIONAL INFORMATION/CONDITIONS

This incentive is designed to recruit highly qualified Business Partners who are skilled in the complexities of selling and installing Blade implementations.

To participate, a completed Application Form (see attached), along with the specified documentation, must be received and approved

by IBM, unless the Business Partner was a participating member in good standing at the conclusion of 2005.

Applications will be approved or rejected within ten U.S. business days of IBM's receipt of a completed application form. The date IBM approves the application is your participation start date.

Business Partners who were participating members in good standing at the conclusion of 2005 are automatically enrolled in this program with a program participation start date of January 1, 2006.

If a participating Business Partner fails to meet and maintain their competency commitments, certify those commitments on an annual basis, or acquire a qualifying new BladeCenter demonstration system, in the time periods specified under the terms of this incentive, the Partner will be removed from the program.

If a Business Partner fails to meet a \$300,000 annual sales revenue target for EDI or Web-based reported End User sales of eligible new Blade and BladeCenter products, they will also be removed from the program.

Business Partners removed from the program can be reinstated

in the 2006 program if they meet defined reinstatement criteria. Refer to the Program reinstatement section for details.

If two participating Business Partner companies merge, their participation criteria (annual revenue attainment, quarterly revenue target and attainment, competency requirements, and qualifying demonstration systems acquisition requirement), as well as incentive payments for reported revenue will be combined on the date IBM views the partner as a single entity.

Eligible products acquired under the terms of this incentive are not intended for Business Partner internal or demonstration/development use.

IBM reserves the right to modify or withdraw this incentive at any time.

This incentive is subject to the terms and conditions of any applicable Agreements.

Program reinstatement

Business Partners who are removed from participation in the program at the end of 2005 due to failure to meet the annual sales revenue target can be reinstated into the 2006 program if they report \$150K in eligible End-User Blade and BladeCenter sales revenue within the first 6 months of 2006. No incentive payments will be made during this reinstatement period.

Business Partners removed from participation in the 2005 or 2006 programs due to failure to meet and maintain competency commitments, or acquire a qualifying demonstration system can be reinstated into the 2006 program upon providing documentation to the program coordinator that shows the deficiency that caused their removal from the program has been rectified.

Business Partners who are reinstated into the 2006 program will have a participation start date equal to the date that they are reinstated, and will receive prorated revenue targets for the year which reflect the actual amount of time they are eligible to participate in the 2006 program. Reinstatement dates will be communicated by the program coordinator.

Sales competency commitment

Business Partners who were participating members in good standing at the conclusion of 2005 and automatically enrolled in the current program or those partners that have been reinstated into the 2006 program are not required to submit Application Forms, complete Certification Test 670 or 070, or retake education courses.

New Business Partners with participation start dates of on or after January 1, 2006 must meet the following requirements:

- o A minimum of two (2) Business Partner sales representatives must complete and pass the module tests and any end of course test in web-based course XSW20, "IBM eServer BladeCenter Sales Training" (course code ltu4277f) prior to submitting an application for participation in the program.

For course information, visit the IBM PartnerWorld (R) University

Web site at:

[//www.ibmweblectureservices.ihost.com/pwu](http://www.ibmweblectureservices.ihost.com/pwu)

Search by course code or title

As proof of course completion and passing scores on the final exam, Business Partners must print the course test-result screens, which will show the student's name and test scores, and submit copies of the screen prints with their Application Form.

AND

- o One Business Partner Sales Representative must have completed Certification Test 670 or Test 070 -- "IBM Certified Specialist-xSeries (R) Sales" within the 12-month period prior to

submitting an application for participation in the program. A copy of the Certification must accompany the Application Form. For certification information, visit the IBM PartnerWorld Professional Certification Web site at:

[//www-03.ibm.com/certify/certs/index.shtml](http://www-03.ibm.com/certify/certs/index.shtml)

All costs associated with completing this education are the responsibility of the Business Partner.

Technical support competency commitment

Business Partners who were participating members in good standing at the conclusion of 2005 and automatically enrolled in the current program or those partners that have been reinstated into the 2006 program are not required to submit Application Forms, complete Certification Test 071 or 078, or retake education courses.

New Business Partners with participation start dates of on or after January 1, 2006, must meet the following requirement(s):

- o One Business Partner technical support representative must have completed Certification Test 078 -- "eServer BladeCenter" within the 12-month period prior to submitting an application for participation in the program. A copy of the Certification must accompany the Application Form.

OR

- o One Business Partner technical support representative must have

completed Certification Test 071 -- "xSeries Technical Principles

V5" within the 12-month period prior to submitting an application

for participation in the program. A copy of the Certification must accompany the Application Form.

and

- o One Business Partner technical support representative must complete Certification Test 078 -- "eServer BladeCenter" within

6

months of the Business Partner's participation start date.

If a participant fails to complete Certification Test 078 -- "eServer BladeCenter", within 6 months of the Business Partner's participation start date, the Business Partner will be removed from the program until the test has been completed and the program coordinator has been notified. No incentive payments will be

made during this period.

All costs associated with completing this education are the responsibility of the Business Partner.

Annual competency commitment certification process

All participating Business Partners must certify, on an annual basis, that they continue to maintain their competency commitments. This requirement applies to Business Partners that are new participants in 2006, as well as those that began their participation in a prior year.

As a reminder, IBM will send a semiannual competency commitment certification form to all participants on April 1 and September 1 via e-mail to the Business Partner's primary contact.

Business Partners are responsible for confirming, no later than December 31, 2006, that they continue to maintain their competency commitments as part of the certification process. Competency commitment certification forms must be completed and returned to the IBM program coordinator between December 1, 2006 and December 31, 2006.

Business Partners who fail to maintain and confirm their competency commitments through the certification process will be removed from the program.

It is the responsibility of the Business Partner to ensure that IBM has accurate and current information by which to communicate with the Business Partner.

Demonstration system acquisition

Business Partners who were participating members in good standing at the conclusion of 2005 and automatically enrolled in the current program or those partners that have been reinstated into the 2006 program are not required to acquire an additional new demonstration system.

New Business Partners with participation start dates of on or after January 1, 2006 must acquire a qualifying new BladeCenter server with a minimum of two Blades for use as a demonstration system. IBM or IBM Distributor invoices for qualifying demonstration systems must have a date that is no more than 12 months before, or no more than 6 months after, the Business Partner's participation start date.

If a participant fails to acquire the qualifying demonstration system within the dates specified, the Business Partner will be removed from the program until the qualifying demonstration system has been acquired and the program coordinator has been notified. No incentive payments will be made during this period.

Annual revenue target

Business Partners will be required to meet a \$300,000 annual sales revenue target for EDI or Web-based reported End User sales of eligible new Blade and BladeCenter products in order to remain in

the
program.

Business Partners whose effective participation start date is after the start of the calendar year will receive a prorated revenue target for the year which reflects the actual amount of time they were eligible to participate in the program.

Quarterly revenue targets

Business Partners will be required to meet a defined quarterly sales revenue target in order to receive a quarterly incentive payment. Each Business Partner's quarterly sales revenue target will be equal to a 40% uplift over their reported Blade and BladeCenter sales revenue for the corresponding quarter in 2005, or \$75,000, whichever is greater.

Business Partners whose effective participation start date is after the start of a quarter will receive a prorated revenue target for the quarter.

Sales transaction reporting

All qualifying sales must be reported via EDI or the Web-based reporting facility no later than the 15th of the month following the close of a quarter.

IBM reserves the right to reject any transaction or disqualify a Business Partner from participation in this program should there be noncompliance with the terms of the program or any Agreement between IBM and the Business Partner. If your Business Partner Agreement expires or is terminated, your participation in this incentive is also terminated.

If IBM concludes that you are in violation of your IBM Business Partner Agreement, you agree to promptly and fully reimburse IBM for any transactions related to those violations.

Incentive payments

For Business Partners who are automatically enrolled in the current program with a program participation start date of January 1, 2006, End-User reported sales revenue will qualify for an incentive payment beginning January 1, 2006.

For all other Business Partners, End-User reported sales revenue will qualify for an incentive payment beginning the Saturday following the Business Partner's participation start date.

Incentive payments will be paid by check to the Business Partner's headquarters location.

IBM reserves the right to audit compliance with the terms of this incentive, and is the sole determiner of any incentive payments due.

Ordering information

Follow normal ordering procedures for this incentive.

Need help?

Questions pertaining to this incentive should be directed to

PartnerWorld Contact Services at 800-426-9990 or the IBM Sales Solution Center at 800-426-7272.

Trademarks

Power Architecture is a trademark of International Business Machines Corporation in the United States or other countries or both.

BladeCenter, eServer, PartnerWorld, and xSeries are registered trademarks of International Business Machines Corporation in the United States or other countries or both.

Intel is a trademark of Intel Corporation.

Other company, product, and service names may be trademarks or service marks of others.

BUSINESS PARTNER APPLICATION FORM

IBM eServer Blade and BladeCenter server solution 2006

Business Partner incentive

To apply for program participation, the following completed information, along with requested documentation, must be received by IBM at:

Fax: 770-858-7649

Attn: IBM Program Coordinator, Glenn Ernst

E-mail: gernst@us.ibm.com

As proof of sales training course completion and passing scores, attach a copy of the course test result screens that show the

student names and test scores for a minimum of two (2) sales representatives.

As proof of sales and technical certifications, attach copies of the Certifications.

Name of Business Partner company:

LOCID:

Address

Mailing address (if different)

City

State Zip code

Daytime phone

Primary contact:

E-mail address

Secondary contact:

E-mail address

Required Sales Competency Commitment

XSW20 Sales Class:

Date(s) taken:

Name of sales attendee 1:

Name of sales attendee 2:

Certification Test 670 or 070:

Date passed:

Name of certified sales representative:

Required Technical Support Competency Commitment

Certification Test 071:

Date passed:

Name of certified sales representative:

Certification Test 078:

Date passed:

Name of certified sales representative:

BladeCenter demonstration system acquired

Part

Serial

number	number	Invoice date
_____	_____	_____
_____	_____	
_____	_____	

Primary states / Markets covered by company
Certification

I certify by my signature that I am in compliance with the terms and conditions of this incentive, and that all of the information I have entered on this application form is accurate, complete, and in accordance with the incentive program instructions.

Signature:

Date:

Name (please print):

Title and company name:

Office use only:

Approval date:

Tech Training Sales Training