Arrow Partner Incentives H1 2025

watsonx Incentive

- New License and New Sub.
- 4% deals >$100K
- 2% deals $20K-$99K
- 1% Select Territory Bonus
- Proficiency Badge Required
- Max Payout of $10K
- Deal Must Be Pre-Approved

UnStuck IT Incentive

- New Lic., New Sub, & SaaS*
- Up to $5K in progression Funds Available per opportunity
- Min deal size of $100K
- Deal Clinic call Required
- Deal Must Be Pre-Approved

S&S Modernization Incentive

- S&S Trade Up or Upgrade
- Up to 5% Front End Discount
- Min deal size of $50K
- Proficiency Badge Required
- Max Payout of $10K
- Deal Must Be Pre-Approved

FinOps Incentive

- New License and New Sub.
- 4% deals >$100K
- 2% deals $20K-$99K
- 1% Select Territory Bonus
- Proficiency Badge Required
- Max Payout of $10K
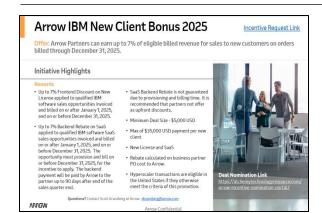- Deal Must Be Pre-Approved

IBM New Client Incentive

- Up to 7% Front End on NL
- Up to 7% Back End on SaaS
- Min deal size of $5KMax Payout of $35K
- Hyperscaler eligible

Incentive Request Form
Click HERE to request any of the Arrow Incentives

Highlights Arrow H1 2025 "UnStuck IT" Incentive

Offering runs through June 27th, 2025

Net New/Sub Lic/SaaS*	Up Front Progression Funds
$100K min deal size	Up to $5K

- Approved deals must be invoiced by June 27th
- No exceptions to required invoice date
- MAS SaaS excluded unless transacted via AWS
- Incentive Request Form: Arrow Incentive Nominations 2025 | (LINK HERE)

- Funds available to progress stalled deals to bring in for H1
- Identify stalled deal for collaboration to progress
- Nominate deal on Arrow nomination link
- Participate in Deal Clinic call to discuss strategy to progress
- Deal Clinic Overview:
  - Call with Arrow, IBM and BP to strategize on how to progress
  - Identify hurdle and what is needed to progress (client demo, travel, accommodations, etc.)
- Arrow to reduce price on quote after Proof of Performance delivered for approved amount.
  - Proof of Performance to be agreed upon by Arrow prior to approval

Eligible for accounts designated as Select Territory only	Deals ordered through Hyperscalers are eligible if available	Not stackable with other Arrow incentives (i.e., Brand incentives)

No limit on deals approved with max payout per end-user transaction of $5,000	MAS SaaS (unless transacted via AWS) Trade Ups, Upgrades, Renewals, and Reinstatements, are NOT eligible	Arrow discount quoted on Net Partner Cost (after IBM Special Bid and IBM incentives are applied)	Deal must be pre-approved with Arrow quote

Highlights Arrow H1 2025 "UnStuck It" Incentive

Offering runs through June 27th, 2025

Who is eligible?
> All IBM Software Business Partners in the US aligned with Arrow are eligible. This is an Arrow-funded incentive; no other distributors offer this incentive. This offer may be combined with current IBM incentives, but not other Arrow incentives (i.e. Brand incentives).
> IBM Proficiency badges on products required at the time of Arrow quote for eligibility.
> Nomination Form: https://alchemytechnologyresource.com/arrow-incentive-nomination-portal/

What is the Offer?
> Arrow is offering funds to help support deal progression for stalled deals. Funds to be used specifically for client engagement activities to progress a deal to closure in H1.
> Sell net-new Perpetual License or net-new Subscription License: Minimum $100,000.
> Approved funds to be applied to quote once proof of purchase has been provided and approved.
> Note: This incentive applies to only year one billing unless the entire amount is paid upfront.

Which deals are eligible?
> Accounts designated as Select Territory are eligible. Net new Subscription is eligible. Min deal size of $100,000.
> Deals through Hyperscalers are eligible

Which deals are NOT eligible?
> MAS SaaS (unless transacted via AWS marketplace), Trade Ups, Upgrades, Renewals, and Reinstatements are NOT eligible.
> Deals in "CALL" status by IBM
> Previously invoiced transactions will not retroactively qualify.
> This incentive cannot be combined with any other price concessions made by Arrow.
> Arrow reserves the right to approve or deny deals on a case-by-case basis

at our sole discretion.
> This offer may be withdrawn at any time.
> Approved progression dollars must be approved by the Arrow brand supplier manager.
> This offer may be withdrawn at any time.
> Funds are limited

When does this offer begin?
> Offer runs through June 27th to allow for progression activity to complete and orders to be processed and invoiced.
> Partner must send an email (or use Nomination Form) with end-user name, Arrow quote, deal revenue amount, and expected close date to the brand supplier manager to register for the incentive. written approval is required. There is no limit on the number of deals submitted for the upfront discount. No exceptions or extensions will be allowed.

Requirements for eligibility
> Deal nomination submission
> Deal must have an approved registration
> Deal clinic call participation
> Proof of Performance (PoP) for approved amount

How will the funding be delivered?
> Up front discount applied to quote once PoP has been approved.

Questions? Contact Scott Kranzberg at skranzberg@arrow.com

*All deals approved must be invoiced by Arrow to business partner by 6/27/2025. No exceptions or extensions allowed.

IBM Business Partner
Authorized Distributor
Power Systems
Services
Software
Storage

Arrow H1 2025 watsonx Incentive

Offering runs through June 27th, 2025

Net New/Subscription	Up Front Discount
$20,000-$99,999	2%
$100,000+	4%
Select Territory Bonus	1%

- **IBM Proficiency badges on products required at time of Arrow quote for eligibility**
- Includes watsonx.ai, watsonx.data, watsonx.governance, watsonx Assistant, watsonx Code Assistant, watsonx Discovery, and watsonx Orchestrate
- Nomination Form: Arrow Incentive Nominations 2025 | (LINK HERE)

Non-Select and Select accounts are eligible	GOV (FED/SLED) accounts are eligible	Deals ordered through Hyperscalers are eligible if available	Stackable with IBM incentives, but not other Arrow incentives (i.e., Brand incentives)
No limit on deals approved with max payout per end-user transaction of $10,000	Trade Ups, Upgrades, Renewals, Reinstatements are NOT eligible	Arrow discount quoted on Net Partner Cost (after IBM Special Bid and IBM incentives are applied)	Deal must be pre-approved with Arrow quote

Exclusive Arrow IBM watsonx Incentive H1 2025

Offering runs through June 27th, 2025

Who is eligible?
- > All IBM Software Business Partners in the US aligned with Arrow are eligible. This is an Arrow-funded incentive; no other distributors offer this incentive. This offer may be combined with current IBM incentives, but not other Arrow incentives (i.e. Brand incentives).
- > IBM Proficiency badges on products required at the time of Arrow quote for eligibility.
- > Nomination Form: https://alchemytechnologyresource.com/arrow-incentive-nomination-portal/

What is the Offer?
- > All current IBM watsonx products (watsonx.ai, watsonx.data, watsonx.governance, watsonx Assistant, watsonx Code Assistant, watsonx Discovery, and watsonx Orchestrate) transacted through Arrow.
- > Eligible watsonx products subject to change at Arrow discretion.
- > Sell net-new Perpetual License or net-new Subscription License: Minimum $100,000+ of IBM watsonx and receive an upfront 4% discount.
- > Sell net-new Perpetual License or net-new Subscription License: Minimum $20,000-$99,999 of IBM watsonx and receive an upfront 2% discount.
- > Additional 1% eligible for clients identified by IBM as Select Territory accounts.
- > Note: This incentive applies to only year one billing unless the entire amount is paid upfront.

Which deals are eligible?
- > 4% incentive = House and Select deals are all eligible. GOV IS eligible. Net new Subscription is eligible (Minimum $100,000+).
- > 2% Incentive = House and Select deals are all eligible. GOV IS eligible. Net new Subscription is eligible ($20,000-$99,999).
- > Deals through Hyperscalers are eligible

Which deals are NOT eligible?
- > Trade Ups, Upgrades, Renewals, and Reinstatements are NOT eligible.

- > Previously invoiced transactions will not retroactively qualify.
- > This incentive cannot be combined with any other price concessions made by Arrow.
- > Arrow reserves the right to approve or deny deals on a case-by-case basis at our sole discretion.
- > This offer may be withdrawn at any time.
- > Deals in "CALL" status by IBM

When does this offer begin?
- > Offer runs through June 27th. Deals must be invoiced by Arrow by June 27th, 2025.
- > Partner must send an email (or use Nomination Form) with end-user name, Arrow quote, deal revenue amount, and expected close date to skranzberg@arrow.com to register for the incentive. written approval is required.
- > There is no limit on the number of deals submitted for the upfront discount. No exceptions or extensions will be allowed.

How will the funding be delivered?
- > Up front discount by Arrow Account Manager at time of quote.

Questions? Contact Scott Kranzberg at skranzberg@arrow.com

*The deal would have to be closed by June 27th and invoiced at Arrow by June 27th, 2025 or this offer is null and void (No exceptions). Net partner cost (after IBM Special Bid and IBM incentives applied) is when Arrow discount quoted. Discount capped at $10,000 per end user transaction

ARROW

Arrow H1 2025 FinOps Incentive (Turbo & Instana)

Offering runs through June 27th, 2025

Net New/Subscription	Up Front Discount
$20,000-$99,999	2%
$100,000+	4%
Select Territory Bonus	1%

- **IBM Proficiency badges on products required at time of Arrow quote for eligibility**
- Includes Turbo and Instana products
- Nomination Form: Arrow Incentive Nominations 2025 | (LINK HERE)

Non-Select and Select accounts are eligible

GOV (FED/SLED) accounts are eligible

Deals ordered through Hyperscalers are eligible if available

Stackable with IBM incentives, but not other Arrow incentives
(i.e., Brand incentives)

No limit on deals approved with max payout per end-user transaction of $10,000

Trade Ups, Upgrades, Renewals, Reinstatements are NOT eligible

Arrow discount quoted on Net Partner Cost (after IBM Special Bid and IBM incentives are applied)

Deal must be pre-approved with Arrow quote

Arrow H1 2025 FinOps Incentive (Turbo & Instana)

Offering runs through June 27th, 2025

Who is eligible?
> All IBM Software Business Partners in the US aligned with Arrow are eligible. This is an Arrow-funded incentive; no other distributors offer this incentive. This offer may be combined with current IBM incentives, but not other Arrow incentives (i.e. Brand incentives).
> IBM Proficiency badges on products required at the time of Arrow quote for eligibility.
> Nomination Form: https://alchemytechnologyresource.com/arrow-incentive-nomination-portal/

What is the Offer?
> All current IBM Turbo and Instana orders transacted through Arrow.
> Eligible products subject to change at Arrow discretion.
> Sell net-new Perpetual License or net-new Subscription License: Minimum $100,000+ and receive an upfront 4% discount.
> Sell net-new Perpetual License or net-new Subscription License: Minimum $20,000-$99,999 and receive an upfront 2% discount.
> Additional 1% eligible for clients identified by IBM as Select Territory accounts.
> Note: This incentive applies to only year one billing unless the entire amount is paid upfront.

Which deals are eligible?
> 4% incentive = House and Select deals are all eligible. GOV IS eligible. Net new Subscription is eligible (Minimum $100,000+).
> 2% Incentive = House and Select deals are all eligible. GOV IS eligible. Net new Subscription is eligible ($20,000-$99,999).
> Deals through Hyperscalers are eligible

Which deals are NOT eligible?
> Trade Ups, Upgrades, Renewals, and Reinstatements are NOT eligible.
> Previously invoiced transactions will not retroactively qualify.

> This incentive cannot be combined with any other price concessions made by Arrow.
> Arrow reserves the right to approve or deny deals on a case-by-case basis at our sole discretion.
> This offer may be withdrawn at any time.
> Deals in "CALL" status by IBM

When does this offer begin?
> Offer runs through June 27th. Deals must be invoiced by Arrow by June 27th, 2025.
> Partner must send an email (or use Nomination Form) with end-user name, Arrow quote, deal revenue amount, and expected close date to skranzberg@arrow.com to register for the incentive. written approval is required.
> There is no limit on the number of deals submitted for the upfront discount. No exceptions or extensions will be allowed.

How will the funding be delivered?
> Up front discount by Arrow Account Manager at time of quote.

Questions? Contact Scott Kranzberg at skranzberg@arrow.com

*The deal would have to be closed by June 27th and invoiced at Arrow by June 27th, 2025 or this offer is null and void (No exceptions). Net partner cost (after IBM Special Bid and IBM incentives applied) is when Arrow discount quoted. Discount capped at $10,000 per end user transaction

Arrow H1 2025 S&S Modernization Incentive

Offering runs through June 27th, 2025

Revenue Clip Level	Trade Up	Upgrade	Hyperscaler Kicker
$50,000+	3%	3%	2%

- **IBM Proficiency badges on products required at time of Arrow quote for eligibility**
- Nomination Form: Arrow Incentive Nominations 2025 | (LINK HERE)
- Includes all IBM Software brands trading up or upgrading from an S&S renewal
- Deal cannot be in "call" status

| Non-Select and Select accounts are eligible | GOV (FED/SLED) accounts are eligible | Stackable with IBM incentives, but not other Arrow incentives (i.e., Brand incentives) | If deal is placed through Hyperscaler marketplace, 2 add'l points will be added to the TU/UPG discount | Trade Up and Upgrades must be booked & invoiced by June 27th (No Exceptions or Extensions) |
| No limit on deals approved with max payout per end-user transaction of $10,000 | MAS SaaS (unless transacted via AWS) Renewals, Reinstatements are NOT eligible | Hyperscaler Marketplaces (Amazon, Microsoft, etc.) are eligible if available | Arrow discount quoted on Net Partner Cost (after IBM Special Bid and IBM incentives are applied) | Deal must be pre-approved with Arrow quote |

Exclusive Arrow IBM S&S Modernization Incentive H1 2025

Offering runs through June 27th, 2025

Who is eligible?
> All IBM Software Business Partners in the US aligned with Arrow are eligible. This is an Arrow-funded incentive; and no other distributors are offering this incentive. This offer may be combined with current IBM incentives, but not other Arrow incentives.
> IBM Proficiency badges on products required at the time of Arrow quote for eligibility.
> Nomination Form: https://alchemytechnologyresource.com/arrow-incentive-nomination-portal/

What is the Offer?
> All current IBM Software products. Eligible Modernizations subject to change at Arrow discretion.
> Sell Trade Up or Upgrade: Minimum $50,000 of IBM Modernizations and receive an upfront 3% discount.
> Order through any Hyperscaler Marketplace and receive an additional 2 points
> Note: This incentive applies to only year one annual billing unless the entire amount is paid upfront.

Which deals are eligible?
> 3% incentive = House and Select deals are all eligible. GOV IS eligible. Net new Subscription is eligible (Minimum $50,000).
> 2% additional incentive: Order deal through any Hyperscaler Marketplace

Which deals are NOT eligible?
> Renewals, reinstatements are NOT eligible.
> MAS SaaS (unless transacted via AWS)
> Deals in "CALL" status by IBM
> Previously invoiced transactions will not retroactively qualify.
> This incentive cannot be combined with any other price concessions made by Arrow.
> Arrow reserves the right to approve or deny deals on a case-by-case

basis at our sole discretion.
> This offer may be withdrawn any time.

When does this offer begin?
> Offer runs through June 27th. Deals must be invoiced by Arrow by June 27th, 2025
> Partner must send an email with end-user name, Arrow quote, deal revenue amount, and expected close date to skranzberg@arrow.com to register for the incentive. Written approval is required.
> There is no limit on the number of deals submitted for the upfront discount. No exceptions or extensions will be allowed.

How will the funding be delivered?
> Up front discount by Arrow Account Manager at time of quote.

Questions?
Contact Scott Kranzberg at Arrow. skranzberg@arrow.com

*The approved deal must be fully booked and invoiced by June 27th.

IBM Business Partner
Authorized Distributor
Power Systems
Services
Software
Storage

Arrow IBM New Client Bonus 2025

Offer: Arrow Partners can earn up to 7% of eligible billed revenue for sales to new customers on orders billed through December 31, 2025.

Initiative Highlights

Rewards

- Up to 7% Frontend Discount on New License applied to qualified IBM software sales opportunities invoiced and billed on or after January 1, 2025, and on or before December 31, 2025.

- Up to 7% Backend Rebate on SaaS applied to qualified IBM software SaaS sales opportunities invoiced and billed on or after January 1, 2025, and on or before December 31, 2025. The opportunity must provision and bill on or before December 31, 2025, for the incentive to apply. The backend payment will be paid by Arrow to the partner up to 90 days after end of the sales quarter end.

- SaaS Backend Rebate is not guaranteed due to provisioning and billing time. It is recommended that partners not offer as upfront discounts.

- Minimum Deal Size - $5,000 USD

- Max of $35,000 USD payment per new client

- New License and SaaS

- Rebate calculated on business partner PO cost to Arrow.

- Hyperscaler transactions are eligible in the United States if they otherwise meet the criteria of this promotion.

Deal Nomination Link
https://alchemytechnologyresource.com/arrow-incentive-nomination-portal/

Questions? Contact Scott Kranzberg at Arrow. skranzberg@arrow.com

Arrow Confidential

Terms and Conditions

Offer Overview

IBM Business Partners can earn 7% of eligible billed revenue for sales in each of these respective IBM software product areas: Data & AI, Automation, Sustainability Software (formerly AI Applications) and Security, provided the client has not previously purchased any IBM Technology products within a specified time frame. Channel X Hyperscaler transactions are eligible in the United States if they otherwise meet the criteria of this promotion.

Offer Details
- For the purposes of this offer software product areas are defined as Data & AI, Automation, Sustainability Software (formerly AI Applications) and Security.
- To qualify for the offer, the IBM End User Customer ("New Client" or "Customer") (defined as IBM Global Buying Group or Global Client ID within a country) cannot have purchased any IBM Technology products from January 1, 2022, through December 31, 2024, according to the following definition.
    - o No Technology revenue in the period as stated above, with the following exception. Clients that only have TLS or System z revenue in the period stated above and have new Technology revenue other than TLS or System z are considered New Clients.
    - o New Clients are defined based on a "top of tree" client definition hierarchy (GBG or Global Client ID) within a country.
    - o Technology is defined based on IBM Software and IBM Infrastructure, excluding Consulting, Watson Health, and IBM Global Financing (IGF).Watson Health, and IBM Global Financing (IGF).
- Eligible billed revenue for the promotion includes the part types listed below and found at the following location: https://ibm.ent.box.com/s/1ifetadfqbxamwars2swyz6gkyaqm9sf, click on Software Products (Including SaaS), open the SW Product Table tab. The parts must be included in one of the following software brands: Data & AI, Automation, Security or Sustainability Software which are defined in the section titled "Product areas qualifying for the offer" below
    - o Software perpetual licenses.
    - o Fixed term software licenses. Only the first 12 months of fixed term license revenue is eligible for the offer.
    - o Monthly term software licenses. Only the amount billed on or after January 1, 2025, and on or before December 31, 2025, is eligible revenue for the offer.
    - o Subscription licenses. For new multi-year subscription licenses, if the multi-year licenses are invoiced and billed annually, only Year 1 subscription license revenue is eligible for the offer. If the multi-year subscription licenses are invoiced and billed up front, Year 1 and Year 2 subscription license revenue is eligible for the offer.

- Eligible billed revenue also includes SaaS part types for net new SaaS sales (no renewals, extensions, overages or expansions) that meet both of the following criteria which can be determined at this location: https://ibm.ent.box.com/s/1ifetadfqbxamwars2swyz6gkyaqm9sf, click on Software Products (Including SaaS), open the SaaS Product Table tab.
    - o Part must be included in one of the UT30s listed below by software brand.
    - o Part must be eligible for Base Sales Incentives as shown by "Yes" in column B and for Select Territory Incentive as shown by "Yes" in column C SaaS Product Table tab referenced above.

Terms and Conditions continued

Data & AI
- 30AYV Business Automation Open Editions
- 30AW5 Capture
- 30AHU Cloud Pak for Data
- 30AE5 Data Integration & Replication
- 30ABQ Data Fabric Ecosystem & Emerging
- 30ADD Cloudera & Hadoop
- 30ADZ Business Analytics Enterprise
- 30AGB Cognos Analytics
- 30AG3 Db2
- 30A73 Planning & Business Analytics Ecosystem
- 30AUE Financial Transactions,Payments & Insights
- 30A04 Content Manager (CM8)
- 30A9U Content Manager On Demand
- 30A09 Content Information Lifecycle Governance
- 30ACE Filenet Content Manager
- 30AG9 Optim & Master Data Management
- 30A8X Workflow Automation
- 30AG4 Informix
- 30AYO SPSS Statistics
- 30B9E Data Observability by Databand
- 30AZZ Database EcoSystem
- 30AG1 Db2 Tools for Z
- 30AHN Db2 for Z
- 30AFW Decision Optimization
- 30A8K Cloud Pak for Business Automation
- 30ADA OpenPages
- 30AKY Process Mining
- 30A8O Data Lineage by Manta
- 30ATB Netezza
- 30AVA Decision Management
- 30AGF Planning Analytics
- 30A5C Robotic Process Automation (RPA)
- 30A17 Watson Discovery
- 30A0U Watson Subscription & Expert Labs
- 30CFL Spectrum High Performance Computing
- 30AFV SPSS Modeler
- 30APR Embeddable AI Libraries
- 30ABC Watson APIs
- 30A0I AI Assistants Ecosystem
- 30A47 watsonx Assistant
- 30AOF watsonx Code Assistant Platform
- 30AX6 watsonx.ai
- 30AW0 watsonx.data
- 30A5Q watsonx.governance
- 30A1R watsonx BI Assistant
- 30AZV watsonx Code Assistant for Ansible
- 30AS5 watsonx Orchestrate

Automation
- 30A15 WebSphere Application Server
- 30A1D MQ
- 30A3M API Connect
- 30A4I Cloud Pak for Integration
- 30A52 App Connect Professional
- 30A6X Workload Automation
- 30ABX App Connect Enterprise
- 30AH9 Operations Insights
- 30AHI Aspera
- 30AO8 Observability with Instana
- 30AY5 Turbonomic – ARM
- 30AZI Rational Automated Software Quality
- 30A3C Apptio Cloudability
- 30AYB Apptio Targetprocess
- 30AL8 ApptioOne
- 30A0F Flexera One with IBM Observability
- 30A0V DataPower Software Editions
- 30A20 Rapid Network Automation
- 30A2T MQ Appliances
- 30A34 Mobile Foundation
- 30A3O Hybrid Cloud Network Automation
- 30A3P DevOps Partnerships
- 30A41 DataPower Operations Dashboard
- 30A4C Pure Application
- 30A5G Cloud Private
- 30A5P Concert
- 30A5V MQ Advanced
- 30A7Q Event Automation
- 30A8D WebSphere Service Registry/Repository
- 30A94 Cloud Pak System
- 30A99 NS1 Managed DNS Connect
- 30A9B WebSphere Hybrid Edition
- 30AA0 WebSphere eXtreme Scale
- 30AA9 WebSphere Automation
- 30AB9 Runtimes
- 30AE8 DevOps Heritage
- 30AKH SevOne
- 30ASC Hybrid Cloud Mesh
- 30ATD Integration Partnerships
- 30AVD App Runtimes Flex
- 30AVK Int: Subscription, Edu, and Special Offerings Srvcs Only
- 30AWK App Run: Subscription, Edu, and Special Offerings Srvcs Only
- 30AX2 DataPower Appliances
- 30AX3 WebSphere Application Server Network Deployment
- 30AXK Cloud Pak for AIOps
- 30AXL Cloud Pak for Applications
- 30AYS IT Automation Heritage

Sustainability
- 30BH6 Maximo Application Suite
- 30BQI Sterling Order & Inventory Management
- 30BQX Supply Chain Intelligence Suite
- 30BQY Sterling B2B Integration (SaaS)
- 30BZD Envizi ESG Suite
- 30BZS TRIRIGA Application Suite (SaaS)
- 30DFS Environmental Intelligence Suite
- 30BR3 Sterling B2B Integration
- 30BWS Connected Vehicle Insights
- 30B3B Maximo Application Suite (SaaS)
- 30B69 TRIRIGA Application Suite
- 30B7H ELM Application Suite
- 30B9V Sterling Managed File Transfer

Security
- 30AZJ QRadar EDR & XDR
- 30BI1 QRadar SOAR
- 30N78 Verify Privilege
- 30NEB QRadar Suite (Software)
- 30BIK Guardium Data Protection
- 30BIM Guardium Key Lifecycle Management
- 30A82 Guardium Discover and Classify
- 30BIL Guardium Data Encryption
- 30AUW Guardium Suite
- 30AUW Guardium Suite
- 30BIH Verify Access
- 30BIF Verify Governance
- 30BOB X-force Threat Intelligence
- 30BI7 Security Network Protection
- 30BHY QRadar SIEM

Terms and Conditions continued

- Minimum required eligible billed revenue for a sales order from a New Client to qualify for this offer is $5,000 USD for any combination of the following: perpetual license purchases; Annual Contract Value (ACV) for Subscription license purchases; the first 12 months of revenue for Fixed Term Licenses; and the amount of Monthly Term licenses billed on or after January 1, 2025, and on or before December 31, 2025.
    - o Example: billed revenue for $3,000 USD in perpetual licenses for Data & AI and $2,000 USD new subscription license ACV for Security, total $5,000 USD and makes the revenue eligible for the offer.
- Minimum required eligible billed revenue for SaaS must meet one of the following criteria.
    - o $5,000 USD Annual Contract Value (ACV) for SaaS that is billed annually, or multi-year billed up front, on or after January 1, 2025 and on or before December 31, 2025.
    - o $5,000 USD cumulative monthly or quarterly billings on or after January 1, 2025, and on or before December 31, 2025.
    - Example below.
        - ▪ New Client issues purchase order for a SaaS product in mid-January 2025 with $1,200 USD monthly payments and IBM receives the sales order the same day. The New Client will be billed monthly beginning in January, then in February, March, April, and May 2025, for a total of five months or $6,000 USD of cumulative billings before the promotion end date of December 31, 2025. Thus, the cumulative billings exceed the $5,000 USD threshold and the promotion offer can be claimed and paid.
        - ▪ Note: IBM bills SaaS in arrears. Only those billings that occur between January 1, 2025, and December 31, 2025, will be included in the promotion. Billings on or after January 1, 2026, for billing periods beginning in December 2025 are not eligible for the offer.
- SaaS sales are treated independently from the perpetual licenses, Subscription Licenses, Fixed Term licenses, and Monthly Term licenses for the purpose of meeting the minimum billed revenue requirement.
- Product areas qualifying for the offer.
    - o Software perpetual licenses, software subscription licenses, Fixed Term licenses, and Monthly Term licenses in the product areas indicated below are eligible for the offer.

Data & AI. Includes the parts in the following Proficiency Groups:	Automation. Includes parts in the following Proficiency Groups:	Sustainability Software (formerly AI Applications). Includes parts in the following Proficiency Groups:	Security. Includes parts in the following Proficiency Group:
• Cloudera & Hadoop Database Ecosystem	• Aspera	• ELM Application Suite	• Guardium Discover and Classify
• Cloud Pak for Business Automation - Decision Management and FileNet	• Cloud Pak for Integration	• Environmental Intelligence Suite	• Guardium Data Encryption
• Cognos Analytics	• Cloud Pak for Integration	• Envizi Sustainability Performance Management	• Guardium Data Protection
• Data Fabric for Cloud Pak for Data	• Cloud Pak for Network Automation	• Maximo Application Suite	• Guardium Insights
• Data Observability	• Cloud Pak for Watson AIOps	• Sterling Data Exchange	• Guardium Key Lifecycle Management
• Db2	• Event Automation	• Sterling Order & Inventory management	• QRadar Security Information and Event Management (SIEM)
• IBM Business Automation Manager Open Editions	• Instana	• TRIRIGA	• Xforce Threat Intelligence
• IBM Process Mining	• IBM FlashSystem	• Parts not published to the Distributors that are related to any of these Participation Groups, but are only available only through special bid by IBM reps.	• QRadar EDR & XDR
• Master Data Management	• MQ		• QRadar Security Orchestration and Response (SOAR)
• OpenPages	• SevOne		• QRadar Suite (Software)
• Planning Analytics	• Turbonomic		• Verify Access
• Robotic Process Automation	• WebSphere Automation		• Verify Privilege
• SPSS Modeler	• WebSphere Hybrid		• Parts not published to the Distributors that are related to this Participation Group, but are only available only through special bid by IBM reps.
• Watson APIs for Cloud Pak for Data & aaS	• Parts not published to the Distributors that are related to any of these Proficiency Groups, but are only available only through special bid by IBM reps.		
• watsonx			
• watsonx Assistant			
• Parts not published to the Distributors that are related to any of these Proficiency Groups, but are only available only through special bid by IBM reps.			

Terms and Conditions continued

- Software Proficiency Groups may be found at the following location: https://ibm.ent.box.com/s/1ifetadfqbxamwars2swyz6gkyaqm9sf, click on Software Products (Including SaaS), open the SW Product Table tab.
    - o SaaS eligible parts are also grouped in the same four product areas and are defined by UT30s listed earlier in this guidance.
- Business Partners must enter the opportunity and obtain an IBM opportunity number through the IBM Partner Portal to be eligible for the offer. The IBM opportunity number must be included on both the preapproval request and the claim for payment, when both claim step are submitted.
- This offer can be combined with other offers unless specifically excluded.
- All dollar amounts in this offer description are US dollars

Exclusions. The following are excluded from this offer:
• Government Entities/Government Owned Entities.
• Trade Up licenses, Upgrades to Subscription Licenses.
• Flexible Contract Type (FCT) orders.
• Primary Support Provider (PSP) orders.
• Any products not explicitly included in the eligibility description.
• Single Tier resales (not passing through a Distributor).
• Embedded Solution Agreements/Service Provider Agreements.
• Influence deals where the Business Partner does not fulfill the deal.
• IBM Partner Marketplace transactions
• Channel X Hyperscaler transactions (except for United States where they are permitted)
• For Software the standard exclusions as stated in the IBM Software Distributor Quarterly Program Guide apply. GMSRs are not eligible for this promotion and are excluded.

General Provisions
• IBM 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.
• IBM 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.
• IBM reserves the right to recover from the Business Partner Representative(s) any amounts due to IBM because of overpayment or noncompliance with the Offering.
• All decisions by IBM are final.
• This offer is void wherever prohibited or restricted by law.