

Arrow H1 2025 Data Platform Select Incentive

Offering runs through June 27th, 2025

Net New/Subscription	Up Front Discount
\$20,000-\$99,999	3%
\$100,000+	5%

- ****IBM Proficiency badges on products required at time of Arrow quote for eligibility****
- **Includes Cloud Pak for Business Automation, Cloud Pak for Data, DB2, Cognos Analytics, Planning Analytics, and Guardium sold through Select accounts only.**
- Nomination Form: Arrow Incentive Nominations 2025 | [\(LINK HERE\)](#)

Select-only accounts are eligible
Specific Data Platform Products

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

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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?

- > Includes Cloud Pak for Business Automation, Cloud Pak for Data, DB2, Cognos Analytics, Planning Analytics, and Guardium transacted through Arrow.
- > Eligible Data Platform products subject to change at Arrow discretion.
- > Sell net-new Perpetual License or net-new Subscription License: Minimum \$100,000+ of specific IBM Data products and receive an upfront 5% discount.
- > Sell net-new Perpetual License or net-new Subscription License: Minimum \$20,000-\$99,999 of specific IBM Data products and receive an upfront 3% discount.
- > Note: This incentive applies to only year one billing unless the entire amount is paid upfront.

Which deals are eligible?

- > 5% incentive = Select deals are eligible. Net new Subscription is eligible (Minimum \$100,000+).
- > 3% Incentive = Select deals are 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