

Arrow H2 2025 S&S Modernization Incentive

Offering runs through December 31st, 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 December 31st
(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 H2 2025

Offering runs through December 31st, 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 December 31st. Deals must be invoiced by Arrow by December 31st, 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.

*The approved deal must be fully booked and invoiced by December 31st.



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