

# Highlights Arrow H2 2025 “UnStuck IT” Incentive

Offering runs through Dec 31st, 2025

Net New/Sub Lic/SaaS*	Up Front Progression Funds
<b>\$100K min deal size</b>	<b>Up to \$5K</b>
<ul style="list-style-type: none"><li>Approved deals must be invoiced by December 31st</li><li>No exceptions to required invoice date</li><li>MAS SaaS excluded unless transacted via AWS</li><li>Incentive Request Form: Arrow Incentive Nominations 2025   <a href="#">LINK HERE</a></li></ul>	

<ul style="list-style-type: none"><li>Funds available to progress stalled deals to bring in for H2</li><li>Identify stalled deal for collaboration to progress</li><li>Nominate deal on Arrow nomination link</li><li>Participate in Deal Clinic call to discuss strategy to progress</li><li>Deal Clinic Overview:<ul style="list-style-type: none"><li>Call with Arrow, IBM and BP to strategize on how to progress</li><li>Identify hurdle and what is needed to progress (client demo, travel, accommodations, etc.)</li></ul></li><li>Arrow to reduce price on quote after Proof of Performance delivered for approved amount.<ul style="list-style-type: none"><li>Proof of Performance to be agreed upon by Arrow prior to approval</li></ul></li></ul>
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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

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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?

- > 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 H2.
- > 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 December 31<sup>st</sup> 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.

\*All deals approved must be invoiced by Arrow to business partner by 12/31/2025. No exceptions or extensions allowed.

