

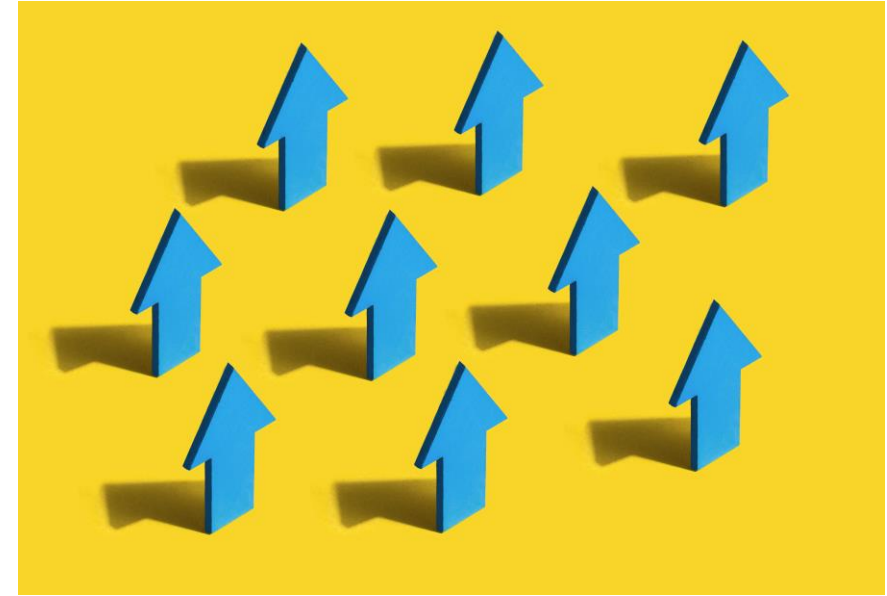
Arrow 2025 US Public Market Expansion Incentive

Offering runs through December 31, 2025

Up to 8% SW New
License & SaaS (including
PPA Storage Software)

Up to 2% Storage
(AAS Storage Hardware
and Software)

- US Public Market client incentive. (Federal market excluded.)
- Approved deals must be invoiced by December 31st, 2025
- No exceptions to required invoice date
 - SaaS must be provisioned and invoiced
 - Storage must be shipped and invoiced
- Incentive Request Form: Arrow Incentive Nominations 2025 | [\(LINK HERE\)](#)



Additional Terms:

- For Eligible US Public Market clients only as defined by IBM coverage ID with Customer Master Records. Contact Arrow to validate your end user's eligibility.
- Incentive paid on the back end on quarterly basis, roughly 90-120 days after the close of the calendar quarter.
- Payment dependent on meeting quarterly "healthy mix" requirement. If not met, no incentive will be paid.
 - Minimum of 3 unique eligible end customers must be sold across Arrow partners within the quarter.
 - No single end user transaction can comprise more than 50% of qualifying revenue within the quarter.
- Can be combined with other IBM incentives.
- Approved deals must be invoiced by IBM within the quarter to qualify for rebate.
- Must request incentive through the Arrow Incentive Request form for approval.

Excluded from this offer:

- Software Renewals, Trade Up licenses, Reinstatements and Upgrades to Subscription Licenses.
- IBM Cloud Offerings.
- IBM Support Offerings.
- Purchase of products for Internal Use.
- 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.
- Power and Mainframe.

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Eligible Transactions:

- > Transactions that are closed and invoiced during the promotion period for Software New License products and Storage Hardware offerings, and which are sold in the US Public Market Client Expansion territories, will be eligible for an additional back-end incentive. All conditions from IBM Partner Plus program also apply to this promotion. TLS Expert Care sold with Storage at point of sale, Apptio and Stream sets are included in the scope of this promotion.
- > Nomination Form: <https://alchemytechnologyresource.com/arrow-incentive-nomination-portal/>
- > Void where prohibited.

What is the Offer?

- > Arrow is offering up to an additional 8% for Software New License & SaaS (including PPA Storage Software)
- > Arrow is offering up to an additional 2% for Storage (AAS Storage Hardware and Software)
- > Note: This incentive applies to only year one billing unless the entire amount is paid upfront.

Which clients are eligible?

- > Accounts identified as eligible by IBM in the US Public Market.
- > Contact Arrow to confirm if your client is eligible.

Which deals are NOT eligible?

- > Software Renewals, Trade Up licenses, Reinstatements and Upgrades to Subscription Licenses.
- > IBM Cloud Offerings.
- > IBM Support Offerings.
- > Purchase of products for Internal Use.

- > 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.
- > Power and Mainframe.

When does this offer begin?

- > Offer runs April 1st through December 31st, 2025
- > 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. No exceptions or extensions will be allowed.

Requirements for eligibility

- > Deal nomination submission through online form.
- > Must be approved by Arrow.

Healthy Mix Requirement

- > Payment will be made 90-120 days after quarter close for eligible deals if Healthy Mix requirement is met.
- > What is Healthy Mix:
 - > Minimum of 3 unique eligible end customers must be sold across Arrow partners within the quarter.
 - > No single end user transaction can comprise more than 50% of qualifying revenue within the quarter.

Questions? Contact Scott Kranzberg at skranzberg@arrow.com

*All deals approved must be invoiced by IBM 12/31/2025. No exceptions or extensions allowed.