

Highlights Arrow Q1 2026 “UnStuck IT” Incentive

Offering runs through March 31st, 2026

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

- Approved deals must be invoiced by March 31
- No exceptions to required invoice date
- MAS SaaS excluded unless transacted via AWS
- Incentive Request Form: Arrow Incentive Nominations 2026 | [\(LINK HERE\)](#)

- Funds available to progress stalled deals to bring in for Q1
- 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

NOT eligible: MAS SaaS (unless transacted via AWS) Trade Ups, Upgrades, Renewals, and Reinstatements

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 Q1.
- > Sell net-new Perpetual License, Subscription License, SaaS: Minimum \$100,000 deal size.
- > 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.
- > Approved progression dollars must be approved by the Arrow brand supplier manager.
- > Funds are limited, this offer may be withdrawn at any time.

When does this offer begin?

- > Offer runs through March 31st to allow for progression activity to complete and orders to be processed and invoiced.
- > Submit approval request through the Arrow Nomination Form with end-user name, Arrow quote, deal revenue amount, and expected close date for consideration.
- > 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.
- > *The approved deal must be fully booked and invoiced by March 31st.



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