

Accelerating Growth with existing SW clients

Software Subscription & Annuity

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Subscription and Annuity Sales, NCEE

2026
Software Subscription
Ecosystem Annuity Mission

Win Business Together;
meet Annuity Renewals
and Growth Objectives by
delivering value to IBM
Clients

Ambition: 20% Growth in
Select

Subscription & Support Renewals

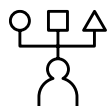
Perpetual On Prem license
renewals: access to
fixes/patches/newest
versions and level 1 & 2
technical support

XaaS Renewals

Extend and Expand Cloud
Service Agreement on
selected XaaS offerings

Subscription License Renewals

Renew subscription of
Cloud Paks, Maximo
Suite, Storage Defender,...



S&S Modernisation

existing S&S to advanced technologies via Upgrade to
Subscription Licenses or via Shift to SaaS
(Use Hyperscaler RTM options)

Multi-year

Drive Multi-Year commitments

Select

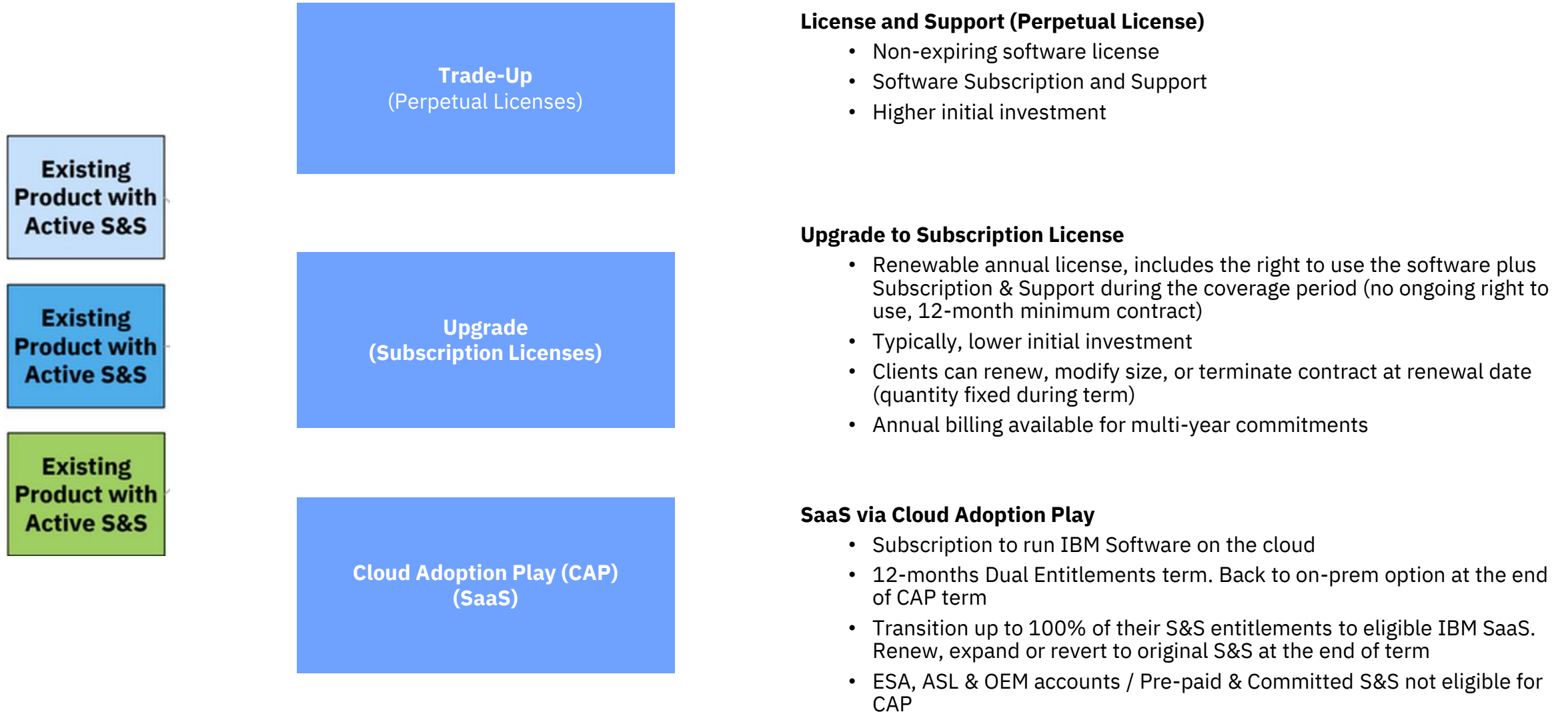
Additional Focus on Growth in Select Territory
(incl. Horizon)

Support Offerings

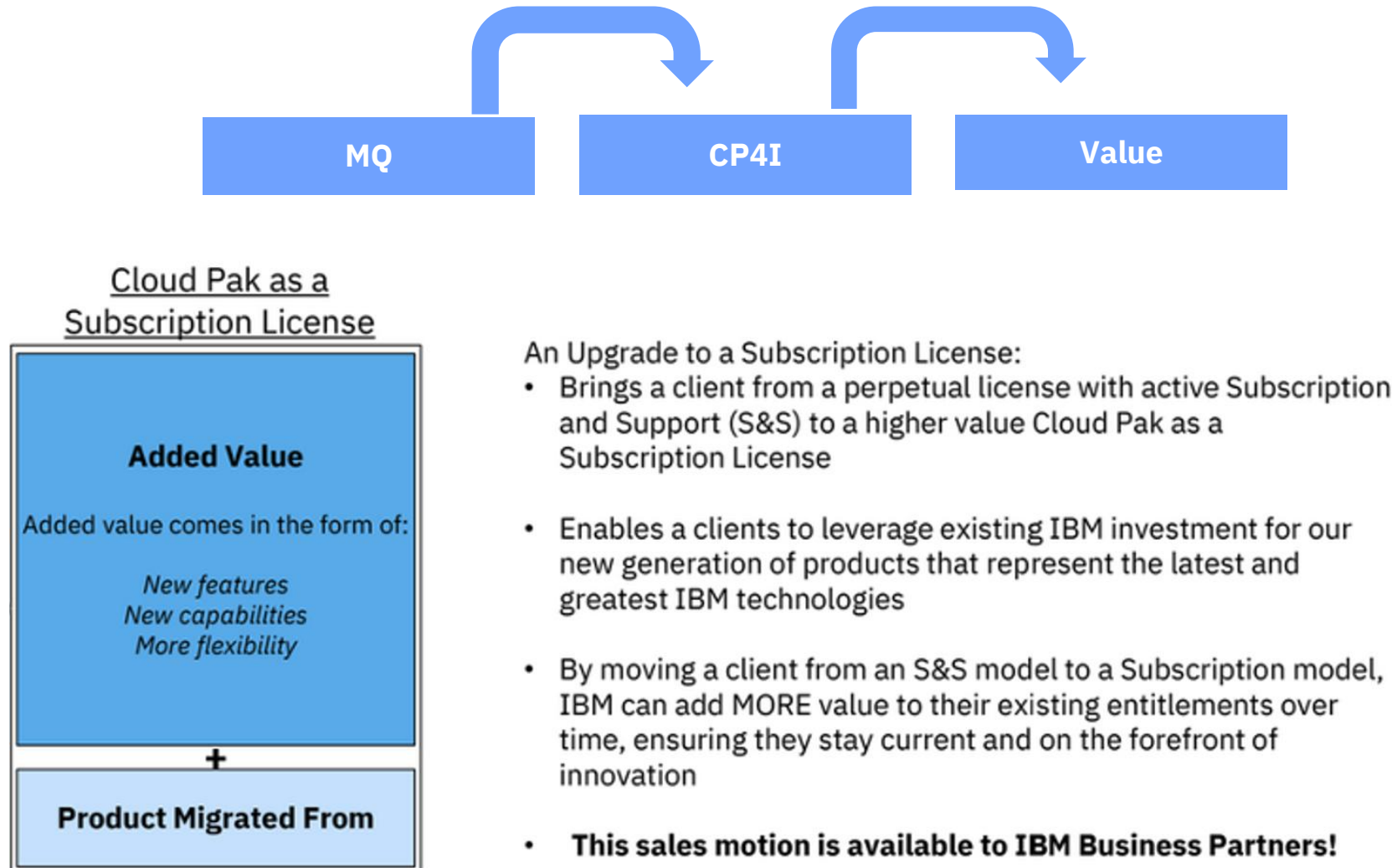
Offer & Renew access to Support on EOS/EOL
products, through Sustained, Extended & Advanced to
protect clients SW investment throughout the entire
product lifecycle

Modernization

Subscription and Annuity – Modernization Options



Subscription and Annuity – Modernization Options



Current modernisation offers

*Eligible for Cloud Adoption Play (SaaS) – subject to change

Automation

- Aspera*
- Cloud Pak for Integration*
- Cloud Pak for Watson AIOps
- DevOps Bundles
- WebSphere Hybrid Edition
- Cloud Pak for Applications / Cloud Pak for Applications Advanced
- ELM Application Suite
- Maximo Application Suite*
- Maximo IT
- Sterling B2B Integration*
- Sterling B2B Integration, Sterling Managed File Transfer
- Sterling B2B Integration, Sterling Transformation Extender
- Sterling Managed File Transfer
- Sterling Managed File Transfer, Sterling B2B Integration
- Sterling Partner Engagement Manager
- Sterling Transformation Extender
- Sterling Transformation Extender, Sterling B2B Integration
- TRIRIGA Application Suite

Data & AI

- Cloud Pak for Data
- Cloud Pak for Business Automation*
- Cloud Pak for Business Automation, Workflow*
- Data Integration & Replication
- Informix
- OpenPages with Watson*
- Optim & Master Data Management
- Cognos Analytics, Plan & Bus Analytics for Cloud Pak for Data*
- Db2 for Cloud Pak for Data
- Plan & Bus Analytics for Cloud Pak for Data, Cognos Analytics*
- Cloud Pak for Data, Db2 for Cloud Pak for Data
 - Plan & Bus Analytics for Cloud Pak for Data, Db2 for Cloud Pak for Data*
- Watson Subscription & Expert Labs
- Db2 for Cloud Pak for Data, Cloud Pak for Data
- **Watsonx.ai , Watsonx.governance from CPD / OpenPages / SPSS / ILOG Cplex**
- IBM Cloud Pak for Security - Guardium

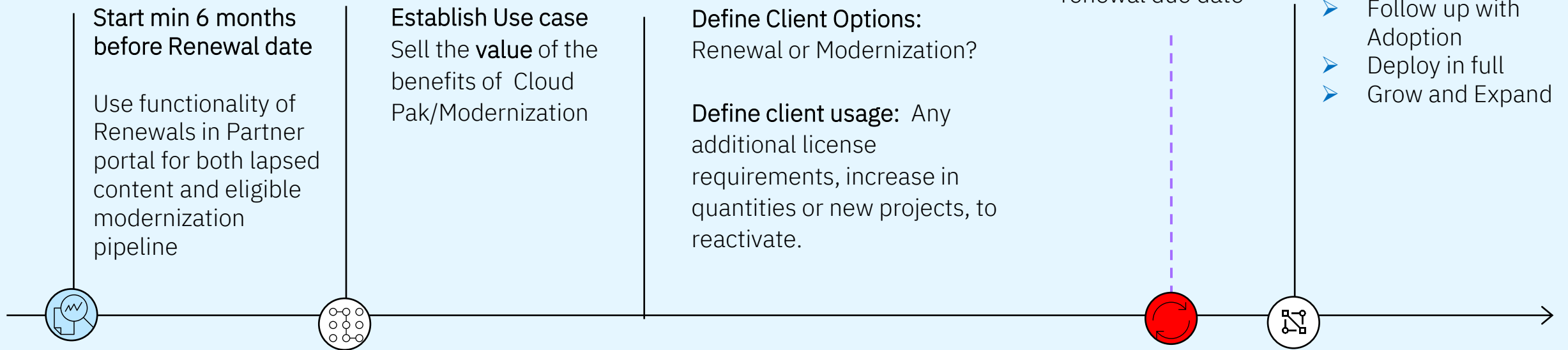
Storage

- Storage Defender

Top 4 closed in 2025 in EMEA

- Cloud Pak for Applications
- Storage Defender
- DB2
- Maximo

Expansion Success Factors

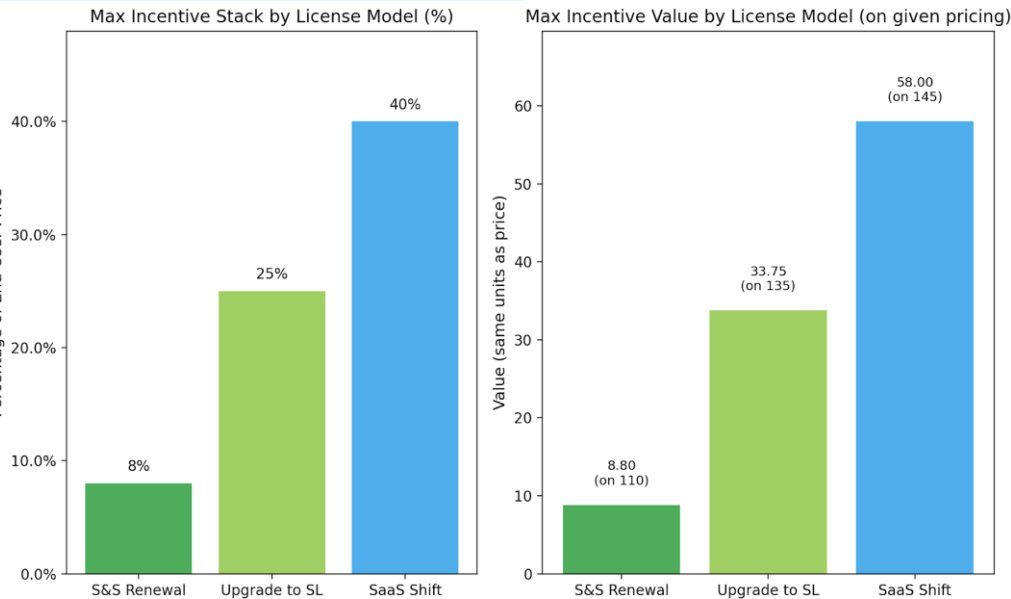


- ✓ **Define Clients Modernization Options:**
 - Trade up
 - Upgrade to SL model
 - SaaS option (Cloud Adoption Play)
- ✓ **Review lapsed content**

- ✓ Work with your S&S Sales rep on eligible upcoming renewals
- ✓ Use of Modernization Engine for estimation, ask for quotes when the opportunity is qualified.

Maximizing Earnings through Modernization

“Accelerate SaaS transformation through modernization and expansion with a targeted Select T strategy that unlocks scalable predictable growth”



Incentive Guide going live July 1st 2026
Indicative calculation and pricing, actual earnings may vary, use Sales Incentive Guide for Resellers [IBM Sales Incentive Program Guide](#)

	Last Paid Price 100		
	S&S Renewal	Upgrade to SL	SaaS Shift
End User Pricing	110	135	145
Business Partner			
Recommended margin to BP	1%	10%	10%
BSI to BPR	3%		
On time	3%		
Proficiency		2%	2%
Select Accelerator		10%	10%
Multi-year	1%	3%	3%
SaaS Adopt			15%
BP Max potential	8%	25%	40%
	8.8	33.8	58

Max potential Incentive Stack BP New program as from 01.07.2026	8%	25%	40%
Max potential Incentive Stack BP current PP program till 30.06.2026	8%	18%	20%

How to self serve and identify Modernisation potential within your clients install base



Step 1: Get a Catalog of your Client's Software

E parts that are under active support can be eligible for modernization.

You can obtain a list of active renewal parts from the Software Renewal Opportunities and Assets report in Partner Portal (365 day+ view to help plan much more in advance!)



Step 2: Identify Software eligible to be Modernized

Export this line-item detail report or Partner Portal Software Renewal renewal report into the PGS modernisation Upload tool to identify which parts map to SaaS or are eligible for Trade-up/Upgrade

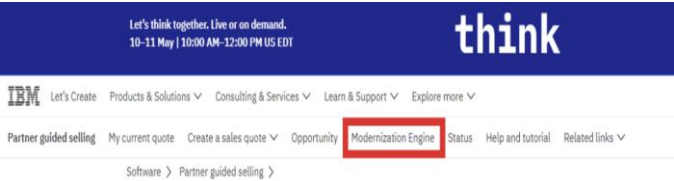
Part Number	Part description	Eligible Modernize Path	Eligible SaaS CAP Path
BDK32LL	IBM COGNOS ANALYTICS USER AUTHORIZED USER ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics
BDK3DL	IBM COGNOS ANALYTICS EXPLORER AUTHORIZED USER ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics
BDK32LL	IBM COGNOS ANALYTICS USER AUTHORIZED USER ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics
BDK3DL	IBM Cognos Analytics Administrator per Authorized User License + SW Subscription & Support 12 Months	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics
BDK3DL	IBM COGNOS ANALYTICS EXPLORER AUTHORIZED USER ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics
BDK3DL	IBM Cognos Analytics Administrator per Authorized User License + SW Subscription & Support 12 Months	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics
BDK32LL	IBM COGNOS ANALYTICS USER AUTHORIZED USER ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics
BDK3DL	IBM Cognos Analytics Administrator per Authorized User License + SW Subscription & Support 12 Months	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics
BDK3DL	IBM COGNOS ANALYTICS EXPLORER AUTHORIZED USER ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL	IBM Cognos Analytics- Must Trade Up All Installed Eligible	Cognos Analytics



Step 3: Use the Modernization Engine in Partner Guided Selling (PGS) for indicative pricing

Obtain pricing estimate for both the Upgrade as the Trade up

Demo
<https://ibm.box.com/v/BPModResources>



The “Modernization Engine” in PGS

Conversion Result-Share

When you’re ready to proceed, you’ll have two options in sharing this output

Partner Guided Selling / Modernization Engine

Conversion result

Estimation only. SQO is our only official customer process for sharing data via a quote. Only data approved through SQO can be shared with a customer.

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Advanced option

Convert to

☐ Subscription upgrade

☐ Perpetual trade up

☒ Compare

View license and S&S breakout

☒ On

Source Parts	Subscription Upgrade	Perpetual Trade Up
E025SLL ×1000 PVU 10000.00	D29A2LL ×14 VPC 13500.00	D299PLL ×14 VPC 14399.79
IBM WebSphere Application Server Network Deployment Processor Value Unit (PVU) Annual SW Subscription & Support Renewal	IBM WebSphere Hybrid Edition Virtual Processor Core Subscription License Upgrade S&S:10700.10 License: 2799.90	IBM WebSphere Hybrid Edition Virtual Processor Core from Prior Programs Trade up Lic + Subscr and Support 12 Months S&S:11000.00 License: 3399.79
Conversion ratio: 70.00 PVU → 1 VPC	35.00% Uplift 12 month	10.00% Uplift

Top Modernisation Offerings 2025 EMEA

Cloud Pak for Applications
Storage Defender

DB2

Maximo

Planning

MQ-> SaaS

IBM Cloud Pak for Applications

Bring your applications into the future by building & developing with ultimate flexibility

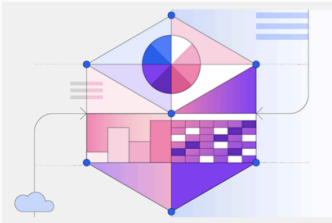


Why IBM Cloud Pak for Applications?

IBM Cloud Pak for Applications delivers an application estate that transforms with your business. The solution provides a comprehensive collection of cloud-native runtimes, AI-powered modernization tools, container-optimized storage, security and compliance automation, and a market-leading Kubernetes platform.

Full inventory of choice for hybrid cloud with mix & match usage flexibility

Your teams will be empowered to efficiently modernize Java runtime, refactor enterprise apps, re-platform to containers and build new cloud-native apps.



Why Modernize?

IBM Cloud Pak for Applications facilitates business driven modernization committed to your broader transformation goals: data and cloud, tooling and automation. By modernizing your application landscape, you will have the ability to decompose and recompose in the AI world. New applications will be built with AI at the core, and API's & Events included.

With IBM Cloud Pak for Applications, you can accelerate planning, sizing and execution with virtualization modernization, runtime modernization, operational modernization, architectural modernization and new cloud-native development, without the need to rewrite the entire application estate and without affecting other services.

Flexibility in Consumption

- **Deploy to any supported platform of your choice.**
- **License options for subscription, perpetual and monthly to align with your business needs.**
- **Optimize costs for both capital and operational expenses.**

Flexibility in Options

- **Mix and max deployments across a variety of runtimes.**
- **Adjust your usage over time to reflect your needs and modernization journey.**
- **Unlimited usage rights of application modernization tools.**

Improved speed and agility

Adopting modern software practices and standards to improve time-to-market

Cost Reduction

Reduce application infrastructure, runtime compute requirements and achieve sustainability objectives

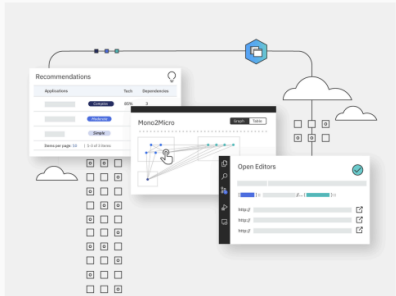
Risk Reduction

Secure Digital Supply Chain and reduce technical debt buildup

Access to new software innovation

Adopt new technologies to accelerate business outcomes

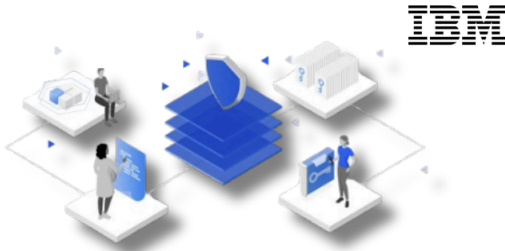
What is included in IBM Cloud Pak for Applications?



- **Application runtimes:**
IBM WebSphere, IBM WebSphere Liberty, Red Hat JBoss Enterprise Application Platform, Quarkus, Tomcat, Node.js and more
- **Frameworks:**
Eclipse MicroProfile, Spring Framework and Jakarta EE
- **Modernization tools:**
IBM Transformation Advisor, IBM Mono2Micro, IBM WebSphere Migration ToolKit and Red Hat Migration ToolKit for Applications.
- **Container platform:**
Red Hat OpenShift®, the industry's leading hybrid cloud application platform powered by Kubernetes.
- **IBM WebSphere**
Automated vulnerability identification, notification, and threat remediation tooling
- **IBM Storage Fusion**
Organize, catalog, protect, move and safeguard your application data

[Start your Application Modernization Journey Today:](#)

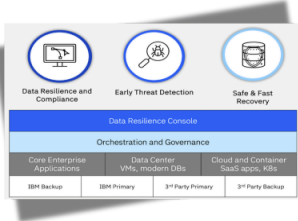
IBM Storage Defender



IBM Storage Defender is a comprehensive, AI-powered cyber resilience solution designed to detect, protect, and recover data across hybrid cloud environments. It integrates seamlessly with your existing infrastructure to minimize downtime, data loss, and business disruption.

Key Benefits of Storage Defender

- **Strengthen cyber resilience posture**
for all workloads (on-prem, cloud, on edge) and primary/secondary to establish resiliency standards for data recovery
- **Advance Threat Dedection**
with AI-powered anomaly detection and deep malware scanning of your primary and back-up storage
- **Fast Recovery**
Air gapped data, immutable snapshots, and isolated clean room
- **Automation & Orchestration**
for all workloads (on-prem, cloud, on edge) and primary/secondary to establish resiliency standards for data recovery
- **Unified View**
for all workloads (on-prem, cloud, on edge) and primary/secondary to establish resiliency standards for data recovery
- **Cost Reduction**
for all workloads (on-prem, cloud, on edge) and primary/secondary to establish resiliency standards for data recovery



Reasons to modernize to Defender

Investment Protection

Maintain value in existing investment, using same HW and SW, not requiring additional hands-on product work

Expanded Flexibility

With a unique Resource Unit license allowing to add new or switch to different capabilities or deploy new functions later

Extended Functionality

With data resilience and governance features, ransomware detection points, recovery optimized workflows, multiple platforms supported

Why IBM?

Trusted Expertise
IBM's Leadership in enterprise storage & security

Proven Success
Deployed in highly regulated industries (Finance, Healthcare, Govt.)

Seamless Integration
Works with hybrid cloud and multi-vendor environments

Act Now to Secure Your Data!

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Thank you!

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