

IBM Infra Champions Q2

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2Q26 IBM Storage BP Ecosystem Promotions & Incentives



Systems/array-focus

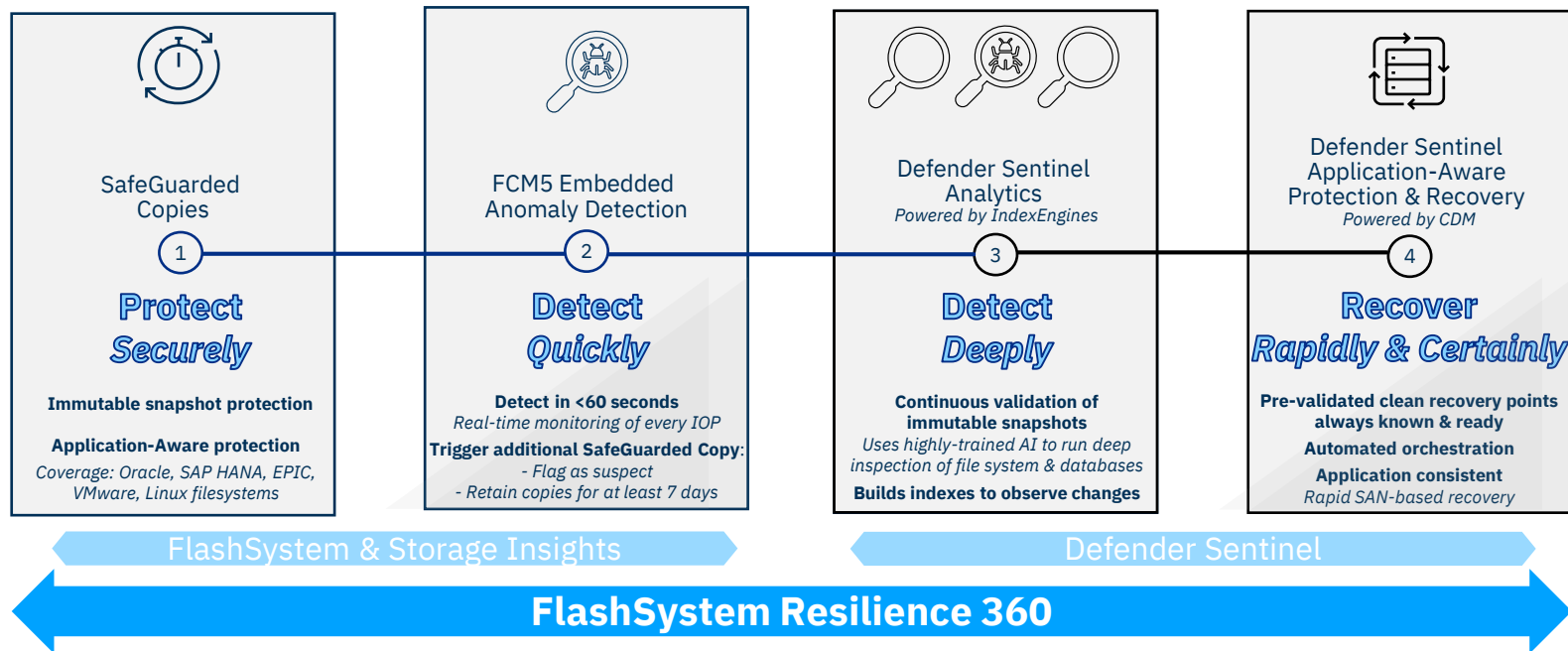


Promotions (incl. PLET-link)	Solution(s)	Earning Opportunity	What Qualifies ?	Eligible markets	Status
FlashSystem Resilience 360 NEW	FlashSystem array + IBM Storage Insights + Defender Sentinel (higher discount)	Upsell the value of a classical FS5600 array plus IBM Storage Insights) with Defender Sentinel to turn it into a „Data Resilience Solution“ for critical workloads of typical SMB-clients.	All combined FlashSystem 5600 & IBM Storage Insight & Defender Sentinel from Jan.1 st till Dec.31 st , 2026.	EMEA	LIVE for 2026
NEW!! “SAN-MANIA” ValueSeller 2Q26-promotion NEW	All IBM SAN b-type & c-type switches are eligible	Displace competitive SAN switch offerings (eg from DELL, HPE, Lenovo, etc.) by receiving an incremental ValueSeller discount for a set of eligible IBM SAN b-type & c-type switches (value seller price offer code: SANMANIA)	Any Value Seller deal comprising selected eligible IBM SAN b- & c-type switch models qualifies for this pricing offer) - available till June, 30 th , 2026.	EMEA	LIVE for 2Q26
Competitive LTO TAPE – ValueSeller promotion	Eligible IBM LTO models: 3555, 3580, 3572 and 7226	Displace competitive tape offerings (eg from DELL) and receive an incremental discount for a set of qualifying IBM LTO tape solutions (value seller price offer code: LTOCPMEEA)	Any competitive LTO-Value seller deal comprising selected eligible IBM LTO models qualifies for this pricing offer) - available till Dec. 31 st , 2026.	EMEA	LIVE for 2026
FlashSystem & SAN b-Type VALUE BUNDLES (now incl. all new FS-arrays)	FlashSystem (all families)	Buy a FS5k/FS7k/FS9k-array with b-Type SAN switches and GET 20% OFF the SAN switches immediately (RPQ-based).	All combined FlashSystem-array & SAN b-Type transactions.	EMEA	LIVE for 2026
Test-Drive Service Offerings , see: bpstoragezone.com/test-drive	Various models of FlashSystem-family & Broadcom b-Type SAN switches	BPs can now offer their clients to TEST-DRIVE IBMs award-winning IBM Storage FlashSystem arrays – AT NO COST! (for BP reseller and client) (remote or onsite)	Prospects & clients who are interested in purchasing FS-arrays & Broadcom b-Type SAN switches	EMEA (excl. specified countries)	LIVE for 2026

For all generic programs (like IBM Value Seller Systems HW Program, IBM Pay for Value for BPs, etc.)

- pls see “IBM Product Exhibits” ... [LINK](#)

FlashSystem Resilience 360: The next step in Operational Resilience, a Cyber Vault powered by AI to deliver automated protection



Deliver Additional Client Value

Most comprehensive protection/scanning:

- 90%+ reduction in manual validation
- Recovery in hours/days vs. weeks/months
- Drastic reduction in lost business

Strong Services & Margin Opportunity

Implementation services
Potential ongoing running as a managed service
Ecosystem enablement available for partners
Full IBM stack including server (expected Q2'26)

Key Promotional Offer

Additional discount on Sentinel Software when purchased **with** any NEW FlashSystem !
- In ePricer as promotion for **Value Seller**
- Also available through **Special Bid** if needed

PROMOTION

FlashSystem Resilience 360: The next step in Operational Resilience, a Cyber Vault powered by AI to deliver automated protection



For more valuable assets like videos, battle cards, Solution briefs, etc.
See SEISMIC [link](#) or Storage BP Zone [link](#)

Promotions



IBM FlashSystem Resilience 360

Discover how IBM FlashSystem Resilience 360 advances operational resilience with an AI-powered Cyber Vault that enables rapid detection, deep threat insight, and fast, reliable recovery.

[Learn more →](#)

IBM FlashSystem Resilience 360
Business Partner Overview...

FlashSystem Resilience 360 - 1
Slide BP Overview

One Pager IBM FlashSystem
Resilience 360...

IBM FlashSystem Resilience
360 Solution Brief Feb2026...

IBM FlashSystem Resilience
360 Battlecard (4)

IBM FlashSystem Resilience
360 BP Deck Video...

FlashSystem Resilience 360 - 2
Minute Overview

FlashSystem Resilience 360 10
Minute Launch Video

IBM FlashSystem b-type SAN Value Bundles

Lower cost SAN for the FlashSystem 5000, 7300, 9500 arrays to ensure optimum performance, autonomous features, cyber-resiliency, and high availability end-to-end storage solutions



FlashSystem 5015/5045

Two SAN24B-6 switches with
8 x 16G/32G SWL SFPs.

GEN6
FIBRE CHANNEL



FlashSystem 5300/5600

Two SAN24B-6 switches with
8 x 16G/32G SWL SFPs.



FlashSystem 7300/7600

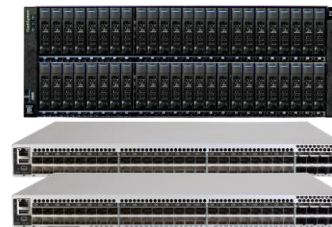
Two SAN64B-7 switches with
24 x 32G/64G SWL SFPs.



GEN7
FIBRE CHANNEL

FlashSystem 9500/9600

Two SAN64B-7 switches with
24 x 32G/64G SWL SFPs.



REALIZE INSTANT BENEFITS

LOWER COST

Immediate savings on
Flash+SAN bundle
vs. a-la-carte price

PERFORMANCE

Match Storage-SAN
speed for optimum
workloads

CYBER- RESILIENT

Enhanced data
protection and fast
data recovery

SCALABILITY

Add ports on-
demand for
simple device
connectivity

ADV FEATURES

Offer advanced,
enterprise storage
services with entry
storage arrays

PLUS ... more **REVENUE** and **ACCOUNT CONTROL** for you

- IBM & BP confidential -

*SAN discounts may vary based on the switch model and country where the order is placed.
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2Q26 NEW! Exclusive **SAN-MANIA** SAN Promotion



IBM

Eligibility	Duration	BP incentive	Why?
Every EMEA Reseller and Distributor and is eligible. Available via selecting the term "SANMANIA" within Value Seller drop-down menu in e-pricer. Applicable to all b-type Gen7 switches, SANnav & FCIP (routers) . All c-type switches	April 1st – June 30th, 2026 (last order date) 	More than 10%(!) lower BP purchase price on an average configuration. Both Hardware and Expert Care are applicable. Applicable to SAN b-type Value Bundles as well!	Helping our Storage Business Partners in EMEA to sell more SAN switches and/or to gain more BP-margin in 2Q26. Fabric OS End-of-Availability (FOS EOA) SAN24B-4 / 24B-5 / 48B-5 epricer: go to "Please select an offer:" (pull-down-menu) and choose "SAN-Mania"

New!! Competitive LTO TAPE solution – BP promotion



What is it for?

EXTENDED!!
till Dec 31st, 2026

How does it work?

From May 1st of 2025, **Dell will no longer sell low-end LTO tape products.**

Dell’s existing customer base will need to source tape from alternative suppliers, and IBM is the most logical choice given the drives and libraries marketed by Dell until now were **based on IBM’s offerings.**

IBM has long been the industry leader in tape – responsible for many of the innovations seen in the technology over decades – and our commitment remains steadfast. Tape has long offered unique economics and fulfills a critical role in client storage estates for backup/recovery, long term retention, and cyber resilience – with its inherent security features and physical air-gap characteristics.

Eligibility

IBM is offering a pricing promotion (for VADs: ePricer offer “**LTOCMPMEA**”) available for sales of IBM TS2280, TS2290, TS2900, TS4300 & 7226 (not Media). A valid Deal registration is required.

More info on IBM tape solutions can be found at www.ibm.com/tape-storage or contact your IBM or VAD sales representative.

Engaging is Easy

Business Partner resellers (T2) reach out to their aligned VAD to get access to this promotion for a competitive displacement situation (eg. on Dell-installed base or other competitors)
- available across EMEA: **till Dec. 31st, 2026**

To help you **identify the correct IBM offering based on the existing Dell solution**, you can see a simple ‘side- by-side’ in the table below.

Dell Offering		IBM Offering	
Dell™ PowerVault™ LTO-9		IBM TS2290	
Dell™ PowerVault™ LTO-8 Dell™ PowerVault™ LTO-7		IBM TS2280	
Dell™ PowerVault™ 114X		IBM 7226 Enclosure IBM LTO-8 or 9 HH	
Dell™ PowerVault™ TL1000		IBM TS2900 LTO-8 or 9 HH	
Dell™ PowerVault™ ML3, ML3E		IBM TS4300	
Dell™ LTO Media		IBM LTO Ultrium Tape 3589-xxx	

2Q26 IBM FlashSystem TEST-DRIVE program

TEST-DRIVE NOW!! IBM

The success formula for your competitive WINBACK:

1-2-2-0

—ONE FORM:

Fill a single request form and send to Sander.vanLaar@circularitgroup.com
iRent will send to IBM for quick 24h-approval

—TWO WEEKS LEAD-TIME:

2 weeks usual lead time to deliver the systems to your client.
iRent to handle configs and all logistics for you. Client retains packaging.

—TWO WEEKS ONSITE POC: Array stays 2 weeks on-premise for testing and POC – done by you.
POC can be done on client location or your BP location.

—ZERO COST:

No cost to either client or Business Partner.
No commitment to purchase. iRent will collect array at end of POC.



For more details incl. available arrays, eligible countries, etc.:
<https://www.bpstoragezone.com/test-drive>

Our Test-Drive rental partner for Europe:
(formerly known as company named “iRent”)



You want to buy your own demo array?
Check out your **special BP demo conditions** here ...



IBM Business Partners can purchase demonstration and development equipment under the IBM terms.

[Download program guide](#)

[Link](#)

IBM Co-Marketing Demonstration Equipment Pilot



Demonstration equipment intended to showcase IBM's technology, solutions, and services is now eligible for reimbursement in accordance with the guidelines shown below.

Pilot Scope

- Business Partners and Distributors in EMEA and Japan
- BP-Led activities under the following **Co-Marketing Programs** :
 - Growth Sell and Service
 - Distributor Base

Important dates*

- Applies to Co-Marketing activities submitted from September 1, 2025, with an activity end date prior **to June 30, 2026**.
- Activities must be executed within the applicable Incentive Offering end date (not cross-year).

**This pilot may be withdrawn or extended at IBM's sole discretion.*

Eligible Products

- **IBM Storage, Power and LinuxOne products** acquired in accordance with an IBM Demonstration, Development and Evaluation (DDE) program document:
 - [Exhibit - IBM Demonstration, Development and Evaluation Program for IBM Power & Storage](#)
 - [Exhibit - IBM Demonstration, Development and Evaluation Program for IBM Z and LinuxONE Products](#)
- **For IBM Power and Storage products:** Total number of two (2) demo equipment purchases per brand per Partner can be reimbursed during a calendar year
- **For LinuxOne:** Total of one (1) demo equipment purchase per partner can be reimbursed during a calendar year
- **Not eligible for reimbursement under this pilot:** shipping, insurance, customs duty, import duty, customs clearance, taxes, tariffs and Technology Lifecycle Services

Reimbursement under this pilot is subject to the following criteria

- Equipment must be purchased for use in a Demand Generation or Marketing Engagement event activity (e.g., Customer Conference, Tradeshow, virtual event). Enablement and 1-to-1 activities are excluded.
- A Partner may budget a maximum of 40% of their Co-Marketing IO half-year allocation(s) for demo reimbursement.
- Marketing Activity Plan (MAP) in CMC must include detailed usage of the equipment in the MAP description and an approved Partner Business Plan (template provided by IBM) that contains:
 - At least two (2) events where the Partner will use the purchased equipment. Events must be executed by the applicable Incentive Offering (IO) end date.
 - Expected return on investment for the outlined marketing activities
- Marketing activities must adhere to Co-Marketing Terms and Conditions and Co-Marketing Guide.
- At claim time, Partner must submit an invoice from IBM or Distributor for the demo equipment purchase. Reseller Partners must also provide the Opportunity number of the demo purchase (e.g., in the claim comment field).
- The Partner Plus rebate associated with demo equipment acquisition will be deducted from the Co-Marketing demo reimbursement amount. Please note that reimbursement will not be issued until the rebate amount is finalized.
- The Partner cannot resell the reimbursed demo equipment prior to the execution of a minimum of two activities. IBM reserves the right to request a repayment from the Partner of up to 50% of the demo equipment reimbursement amount received through this Pilot should the partner fail to meet this requirement.



Theme:

Goal:



The theme of our 2026 BP engagement program is **FOOTBALL**. Stimulate the appetite of BPs **engage MORE with IBM Storage solutions**, learn about the latest news/updates (eg. ValueProps, functions/features, etc.) about new tools that help drive demand and progress Storage opportunities in New Select Accounts as well as in Installed Base, participate in **“IBM PartnerCup26” - BP Sales Contest** (April-Aug.) to win your BP-ticket to the **EMEA Storage BP StudyTour** (4Q26), submit your coolest WIN to make it to the **HALL OF FAME**, master the monthly, individual challenges to **WIN a cool prize**.

Duration:

April 1st – min. Dec. 31st, 2026 (9 months)

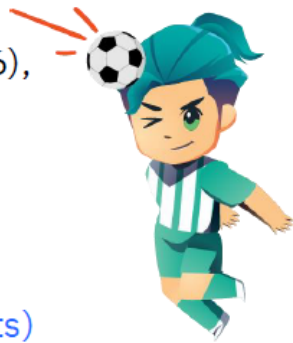
Focus products: **IBM Fusion HCI & IBM Flashsystem** (incl. SAN b-Type products)

Territory:

EMEA (all 7 markets)

BP types:

BP resellers & VADs (excl. GOE-BPs and GMSRs)



LEARN, SELL, PLAY & WIN !!

IBM Storage League 2026 – registration page



Join our league for an action-packed journey throughout 2026 to GROW your IBM Storage knowledge, SELL more and WIN the PartnerCup26 and other cool prizes.

- ☐ I accept the terms & conditions of this program.
- ☐ Yes, I'd like to receive updates and news about the IBM Storage League 2026.

Submit

[Terms & conditions](#)

Reward categories:

MAIN PRIZE (on BP-firm level) = **1x ticket to “EMEA Storage BP StudyTour” in 4Q26**

Win in the “**PartnerCup26**” - BP Sales Contest one of 45 BP-seats
- incl. full program, hotel accommodation, dates & location: TBD
(for details: see PartnerCup26)

TEAM PRIZES (on BP-team level) = **VIP Dining Experience (one per quarter)**

Make it to the “**HALL OF FAME**” and WIN this prize as team.
Submit your coolest Flash- or Fusion DEAL of the quarter and WIN ...
(for details: see Hall of Fame)

Individual PRIZES (on personal level) = **different ISL26-monthly rewards**

Check out the **monthly challenge** (accessible each beginning of a month).
master it successfully and WIN one of hundred cool prizes
(for details: read the notes in your “**ISL26-inbox**” and explore the “**Coaching Zone**”)



Here also IBMers can WIN!

See “ISL26-rewards”



Köszönöm a figyelmet! :)

ARROW



2Q26 IBM Storage BP Ecosystem Incentives

EVERYTHING YOU NEED TO KNOW IS IN THE ZONE
bpstoragezone.com

Arrow Infra Champions BP event
Daisuke Corvin kávészó

June 12nd, 2026

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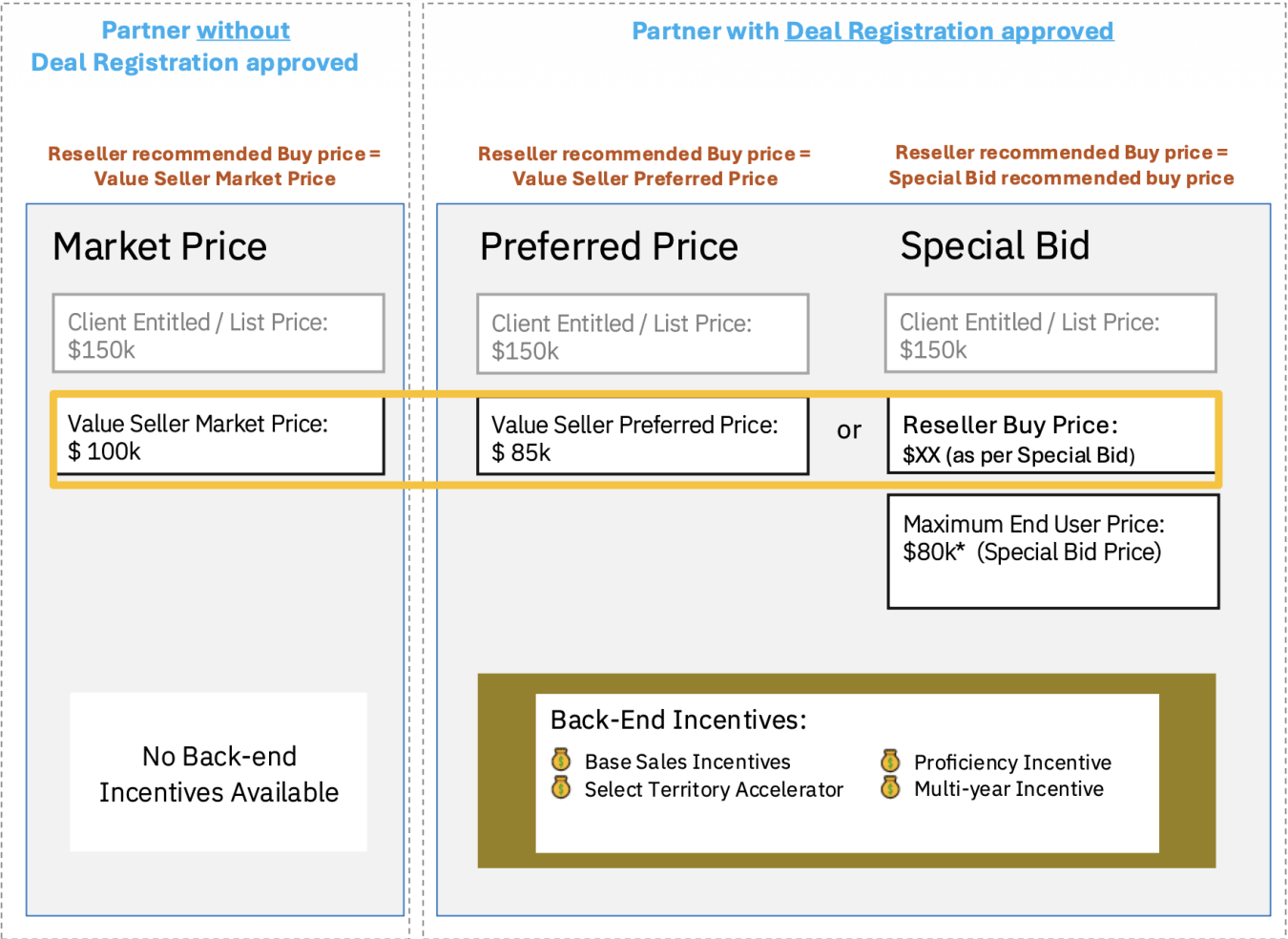
Value Seller Example

See concepts definition on next slide.

Within IBM quotes, a margin is provided with the recommendation for it be shared between the Distributor and the Business Partner.

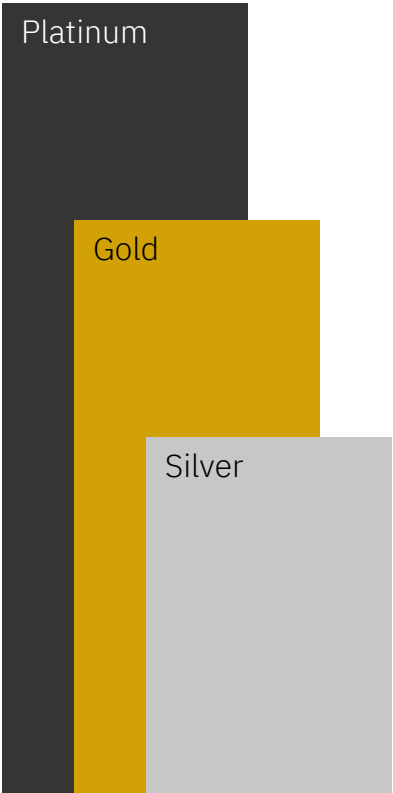
Margins should be discussed with your Distributor and changes accordingly to the license type sold (new, subscription, Power, Storage and others)

* 80k is an example, it will follow the percentage approved in the special bid request



IBM Partner Plus

Tiers



Sell

Expertise
14 individuals with a Proficiency badge*

Revenue**
Small market: > USD \$5M
Large market: > USD \$10M

Expertise
7 individuals with a Proficiency badge*

Revenue**
Small market: > USD \$500K
Large market: > USD \$1M

Expertise
3 individuals with a Proficiency badge*

Active Contract
Business Partner Agreement

New Partner Accelerator

Service

Expertise
14 individuals with a Practitioner Advanced badge

Revenue**
Small market: > USD \$5M
Large market: > USD \$15M

Expertise
7 individuals with a Practitioner Advanced badge

Revenue**
Small market: > USD \$1.5M
Large market: > USD \$5M

Expertise
3 individuals with a Proficiency badge*

Active Contract
Service Business Partner Agreement

* Proficiency badges include completion of both Sales Foundation and Technical Sales Intermediate for product/offering

Build

Expertise
1 validated solution + completed listing

Revenue
> USD \$1M

Expertise
1 validated solution + completed listing

Revenue
> USD \$100K

Expertise
1 validated solution***

Active Contract
Embedded Solutions Agreement (Base)

** Multinational partners subject to 'Large' revenue criteria
*** General Availability of client-ready solution that includes an aligned contract

There will be no revalidation process in 2026. Your tier is secure—no downgrade risk. Build on 2025 success and climb higher in 2026.

2026 Q2 news on IBM Partner Plus Framework

Effective May 1, 2026: IBM is **simplifying** how we calculate Partner Plus **tier revenue**.

Revenue for **both hardware and software** will be **calculated using the invoice date**, streamlining the process and making it easier for you to track your progress. This change replaces the previous mix of invoice date for software and sales-out date for hardware.

Partners will be awarded a tier at **any time during the year once** the criteria are met and reflected in the Partner Portal.

Achievements are aggregated at the worldwide level (WWEID) and refreshed per the following schedule:

- Sell, Service and Build **revenue is updated** monthly around the **15th day of the following month**. For example, 12-month rolling revenue as of the end of January will be reflected around the 15th of February.
- Proficiency **Badge completion** data is updated daily. It **may take up to 48 hours** from the time a badge is issued until the time it is reflected in the Partner Portal and tier calculation.



2026 IBM co-marketing

Framework

	Sell acceleration program
Goal	Invest and grow with partners that drive software growth and strong ROI in Sell
Partner cohort	Platinum and Gold
Funding revenue clip level	\$500K in the last 12 months
Base allocation	0.6% for SW total Partner Plus Sell revenue 0.3% for HW total Partner Plus Sell revenue Base Max amount: \$215,000/half
Growth accelerator (YtY revenue growth)	1.0% of Select SW total Partner Plus Sell revenue 0.5% of Select Flash / Fusion / Power VS total Partner Plus Sell rev SW max amount \$175,000/half Infra max amount \$60,000/half
Activities	— Full Funnel (Awareness, DG, Progression)
Fast start	Eligibility criteria: Base allocation for Q1 2025 to Q3 2025 revenue >\$30,000 Allocation amount: \$10,000 Dec 5 allocation with execution starting Jan 1 2026

What is **IBM Partner Advantage Incentive**?

IBM Partner Advantage Incentive (previously “Know Your IBM”) is an **individual reward benefit for Sellers and Technical Sellers** from IBM Business Partners who sell qualifying IBM solutions like FlashSystem & Fusion.

Eligible participants earn valuable reward points which gets applied to their personalized IBM Rewards Card, giving users ultimate flexibility on how they redeem their rewards.



Card Features

- Chip & PIN, 2-year validity
- Daily purchase limit: \$5,000
- Statements integrated into your IPAI account
- Points convert at **0.25 USD** per point

IBM Partner Advantage URL : <https://ibm.biz/IBMPartnerAdvantage>

IBM Partner Advantage Terms and Conditions: <https://ibm.biz/IPAIProgram>

IBM partner Advantage Eligible Product List : <https://ibm.biz/IPAISell>

IBM Integrity Training: [Course: DL18115G: Business Partner Integrity Training - IBM Training - Global](#)

For all support queries send an email to service@kyirewards.com

How can I earn under IBM Partner Advantage Incentive?

- (1) **Closing a sale** – earn 5% of deal revenue against qualifying products. Only sales into **SELECT** customer accounts will count towards IBM Partner Advantage rewards. **Minimum revenue** threshold of **\$10K USD**.
- (2) **New Client Acquisition (NCA)** – if closed deal was sold to a Select customer that **has not purchased IBM technology over the past 36 months** you will earn an additional \$1,000 in IBM Partner Advantage points.
- (3) **Proof of Concept (PoX)** – conduct a **demo, pilot, onsite trial** with that same Select customer and earn an additional \$500 in IBM Partner Advantage points.
- (4) **Reacquisition Desk** – offers Clients valuable, single-entry point + simplified path to return retired products (DS8K, FS7, FS9 and Power 7–10) through IBM Business Partners in working condition within 3 months.

Closed Deal

Incent partner sellers to sell in Select: only pay the incentive on deals sold in Select

5% Deals \$10K and above

New Client

Increase partner focus on new account generation

PoX

Drive partners to drive show not tell experiences

\$500

GARS

Signed Contract (limit one per client per year)

\$1000

\$1000

Important notes: **No sales to government entities** will be loaded. All earning opportunities can be split 50/50 between the partner Seller and Technical Seller with the exception of the Training. **Each deal is limited by a transaction cap of \$30,000 USD** for Business Partners in North America and EMEA, and \$20,000 USD for Business Partners in APAC and Latin America (\$5,000 USD for Hong Kong & Taiwan). Level 4 training is only be paid to the individual IBM has on record as having earned the badge. **No MES sales** will be loaded.

NCA, PoX, and Training bonus activities are only awarded **when a customer sale against that brand closes**.

All B-Type and C-Type **SAN sales must be sold in pairs along with an eligible FlashSystem** controller.

IBM Partner Advantage Incentive Brands

For IPAI FAQ: see backup

IBM Software Brands

IBM Brand	UT 30 Code	Incentive
WatsonX Orchestrate	30AS5	5% of revenue
Apptio Cloudability	30A3C	5% of revenue
Instana	30AO8	5% of revenue
Planning Analytics	30AGF	5% of revenue
Maximo	30BH6	5% of revenue

IPAI Eligible Product List

Eligible Sales are based on

- SaaS New License orders, Express New License orders
- Products purchased under Value Seller terms
- Products purchased **under special bid** terms
- Products purchased through Passport Advantage
- Products purchased through the Advanced Administration System
- SaaS subscription sales made through the Partner Marketplace
- Only sales of new products are eligible to receive IPAI points. IBM defines eligible new products as those resulting in the **placement of a new machine** or licensed program serial number.

- IBM & BP confidential -

IBM Hardware Brands

IBM Brand	UT 30 Code	Incentive
Storage FlashSystem - FS5nxx HW	30CVD	5% of revenue
Storage FlashSystem - FS7xxx HW	30CVI	5% of revenue
Storage FlashSystem - FS9xxx HW	30CVL	5% of revenue
Storage FlashSystem - FSCxxx HW	30COY	5% of revenue
Storage FlashSystem as a Service	30CK4	5% of revenue
IBM SAN B-Type and C-Type (only when sold with eligible IBM FlashSystem)		See eligible product list
Fusion HCI System	30CA3	5% of revenue
Fusion HCI SW & Fusion SDS (TPS)	30CNP	5% of revenue
Storage for watsonx HW	30CPS	5% of revenue
Storage for watsonx (TPS)	30CAY	5% of revenue
IBM Power Virtual Server Private Cloud - Hardware	30CAQ	5% of revenue
Power Virtual Server	30AMT	5% of revenue
Power VSI Subscription - (BP & Annuity Use Only)	30AX0	5% of revenue

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SAN Bonus Incentive (*Flash + SAN Sales*) to earn additional rewards

Earn additional rewards when selling IBM B-Type and C-Type SANs with FlashSystem.

Special Instructions

- SAN equipment must be sold in pairs
- Max 2 pairs per switch claim; max 1 pair per director
- All SANs must be sold with eligible FlashSystem 5K/7K/9K controllers

SAN Hardware Products	Incentive Value	Machine Type Model
Brocade SAN - SAN B-type Directors	\$1,000/pair	8961-F74/F78
Brocade SAN - SAN B-type Switches	\$250/pair	8969-P24
Brocade SAN - SAN B-type Switches	\$350/pair	8969-P64/R64, 8960-R18
Brocade SAN - SAN B-type Switches	\$550/pair	8969-P96/R96
Cisco SAN - SAN C-type Directors	\$1,000/pair	8978-E04/E08/E16
Cisco SAN - SAN C-type Switches	\$250/pair	9024-V24
Cisco SAN - SAN C-type Switches	\$350/pair	9024-V48, 8977-R16
Cisco SAN - SAN C-type Switches	\$550/pair	9024-V96

IBM Partner Advantage Incentive Frequently Asked Questions

Sales

Q: How do I earn IBM Partner Advantage Incentive points for sales made?

A: All eligible sales **transactions** made under your **company CEID will be loaded monthly**. A notification email will be sent from the IBM Partner Advantage portal notifying you of eligible transactions. This notification is sent to **all registered individuals from your BP company**. Only individuals who were materially involved with the sale should claim the sale.

Q: How are eligible transactions calculated?

A: Qualifying transactions are reported by your Distributor back to IBM. We use the Distributor reported revenue associated with the eligible products listed under the IPAI eligible product table.

Q: How long does it take for a transaction to show under my company claiming page?

A: It typically **takes 25-30 days after month close for your eligible transactions to show up**. Example all June sales will become available at the end of July.

Q: Can I share the sales benefit with a colleague?

A: Yes, the **benefit can be shared 50/50 between the Seller and Technical** Seller who were materially involved in the sale.

Q: **How long do I have to claim eligible transactions?**

A: Sales will remain available for an entire quarter **after previous quarter end**. Example all July, 2025 sales will remain available for claiming until December 31, 2025.

Q: What if I made an error claiming a sale?

A: You have **5 days after your original claim to un-claim** that sale. To un-claim a sale go to the Previously Claimed Invoices section and identify the transaction claimed in error and click un-claim. The un-claimed sales transaction will immediately show under the claiming portal. If this un-claiming activity hasn't been performed prior to the 5 day's, the benefit will then automatically flow to your IBM Reward Card.

- IBM & BP confidential -

Q: Is there a transaction cap?

A: Yes **Maximum earnings per Transaction \$30,000 USD** for Business Partners in North America and EMEA, and \$20,000 USD for Business Partners in APAC and Latin America (\$5,000 USD for Hong Kong & Taiwan).

Q: Is there a minimum revenue threshold for a transaction to be eligible?

A: Yes the **minimum revenue value on a transaction is \$10K USD** against eligible products as shown in the product table.

Q: Does IBM Partner Advantage pay rewards **at the Business Partner firm level?**

A: **No**, all incentive benefits earned under IPAI are for the **individual seller and technical seller only**. IBM Partner Advantage does have the ability for the BP firm to nominate an individual in the organization to claim eligible transactions and bonus activities on behalf of the individual seller and technical sellers.

Note that sellers and technical sellers must be registered in the IBM Partner Advantage program first for the benefit to be allocated to them. All nominated claimants must meet the same compliance requirements as eligible participants.

Proof of Concept (PoX)

Q: What are the different PoX activities eligible under IBM Partner Advantage?

A: POX activities include conducting a **demo via TechZone, Workshop, Pilot, or arranging for an onsite trial**.

Q: How do I earn a PoX IBM Partner Advantage benefit?

A: All PoX activities **must be reported through the customer opportunity** record under the TechSales section. These details are registered by the IBMer listed in your customer opportunity record. PoX benefit is only available for claiming when that brand customer sale closes.

Q: Can the PoX benefit be shared with a colleague

A: Yes the **PoX benefit can be shared 50/50 with the Seller or Technical Seller** who was materially involved with the sale or activity. © 2026 IBM Corporation

IBM Partner Advantage Incentive Frequently Asked Questions

New Customer Acquisition (NCA)

Q: How do I earn IBM Partner Advantage points for NCA?

A: When you submit a **deal registration for your client opportunity an NCA determination** will be made upon submission. IBM Partner Advantage tool will be able to load that NCA benefit when your sale closes.

Q: What is the definition of NCA?

A: Is defined as a client who has **not purchased any IBM technology or services over the prior 36 months.**

Q: Can I share the NCA benefit with a colleague?

A: Yes, the **NCA benefit can be shared 50/50 between the Seller and Technical Seller** who were materially involved in the sale.

Transition from KYI to IBM Partner Advantage Incentive

Q: What are the major differences between KYI and IBM Partner Advantage?

A: Moved from a fixed reward to a % of revenue model, however IBM Storage SAN eligible products are still paid against a fixed value as long as it's sold in pairs with an eligible FlashSystem controller. The KYI propose and earn incentive is being replaced by the PoX benefit. The KYI FIE incentive has been replaced by the IPAI NCA bonus. New to IBM Partner Advantage Incentive is the training bonus. One of the biggest additions to IBM Partner Advantage is the inclusion of eligible IBM Software products, as well as incentivising sales made through the Marketplace.

Q: Has anything changed with regards to compliance requirements under IBM Partner Advantage?

A: No, all compliance requirements remain unchanged. This includes having completed the **IBM Integrity Training over the past 2 years**, being registered with IBM ID that is associated with your BP company (no personal email addresses), BP company must have an active BPA or Cloud Marketplace Reseller Agreement, providing your Tax ID information for reporting purposes (required in select countries).

Q: Do I need to apply for a new IBM Rewards Card?

A: No, **you can keep your current IBM Rewards Card** as long as it hasn't expired. If your IBM Rewards Card under KYI is due to expire a new card will be issued to you.

Q: Will my points earned under KYI expire?

A: You will have until September 30th, 2025 to claim all your Q2 2025 transactions. You have until September 30th, 2025 to submit your Q2 2025 Propose and Earn activities. You must have met all compliance requirements under KYI, including having an activated IBM Rewards Card by September 30th, 2025.

NEW IBM Partner Advantage Incentive

General Information

IBM Partner Advantage URL : <https://ibm.biz/IBMPartnerAdvantage>

IBM Partner Advantage Terms and Conditions: <https://ibm.biz/IPAIProgram>

IBM partner Advantage Eligible Product List : <https://ibm.biz/IPAISell>

IBM Integrity Training: [Course: DL18115G: Business Partner Integrity Training - IBM Training - Global](#)

For all support queries send an email to service@ibmpartneradvantage.com



Közérdekű...



- IBM 90?
- Arrow ECS demo eszközök, vagy iRent?
- Szállíthatóság?
- Árak érvényessége?
- VMware?
- Leadgenerálás, aktivitások lekövetése
 - Digital Sales Specialist kolléga:
NÉMETH SÁRA



MAKE IT RAIN...

Köszönjük a megtisztelő figyelmet!



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