

As of April 8/08**IBM Partner CONFIDENTIAL****AMD DIRECT CONNECT**

(US, CAN, LA, Direct, Partners)

Price reductions for Opteron & Quadcore opportunities competing against Intel (approx 20-30%).

After you get your best pricing from IBM, contact your AMD BDE to determine further discounts. Once the sale is finalized, proof of performance is required to pay rebate.**Contact your AMD BDE or Brian.Casto@amd.com****BladeCenter and System x Enterprise Growth Incentive**

(US, Partners)

Partners who achieved \$25K in 2007 sales or \$25K in 2008 previous qtr sales will be assigned a quarterly BladeCenter growth target. and a quarterly System x Enterprise target.

◆ Earn .5% if 85% of target, 1.5% at 100%, and 2.5% on amount of sales over 100% of the target.

◆ **Click for Announcement Ltr 508-438****Contact Trade One 800-477-6756****Blade 3 Pack - get BladeCenter S & Office Enablement expires June 30th** (US, LA, Canada, IBM, Partners)

Customer buys (3) HS21 2w Blades (8853-xxx) or HS21XM 2w Blades (7995-xxx) and they are eligible to receive ECAP price relief via pre-approved special bid for BladeCenter S (8677) & Office Enablement Kit (201886X). Approx \$2000 value.

◆ Promos cannot be stacked.

◆ Express models not included.

Contact Lori_Hennessy@ca.ibm.com for a funding request form.**Blade 3 Pack & BladeCenter S-get 1 yr RTS exp June 30**

(US, LA, Canada, IBM, Partners)

Customer buys (3) HS21 2w Blades (8853-xxx) or HS21XM 2w Blades (7995-xxx) PLUS BladeCenter S & is eligible to receive ECAP price relief via pre-approved special bid for 1 year base Remote Technical Services for each blade. (6756N34) Approx \$400 value.

◆ Promos cannot be stacked.

◆ Express models not included.

Contact Lori_Hennessy@ca.ibm.com for a funding request form.**Blade 6 Pack & BladeCenter E or H - get 1 yr RTS expires June 30th** (US, LA, Canada, IBM, Partners)

Customer buys (6) HS21 2w Blades (8853-xxx) or HS21XM 2w Blades (7995-xxx) PLUS BladeCenter E or H & is eligible to receive ECAP price relief via pre-approved special bid for 1 year base Remote Technical Services for each blade. (6756N34) Approx \$400 value.

◆ Promos cannot be stacked.

◆ Express models not included.

Contact Lori_Hennessy@ca.ibm.com for a funding request form.**BLADE 6 PACK – get BladeCenter E or H (expires June 30)** (US, LA, Canada, IBM, Partners)Before March 31st, Customer buys (6) HS21xx 2w Blades (7995-xxx) & receives ECAP price reduction via **pre-approved** special bid off of a BladeCenter E **\$1700** (8677) or H **\$3200** (8852)**Send Lori_Hennessy@ca.ibm.com** request in the format above (editable). Once approved, have your special bid processor cost/price reduced accordingly.**BOFM (BLADE OPEN FABRIC MANAGER) Promotion expires 4/30/08** (US, Partners)

Up to 30% off selected Blade Open Fabric Manager software utilizing SRVR2008004 pre-approved bid administered by Distributor with special up front pricing.

◆ Business Partners should reference SRVR2008004 when ordering from their Distributor. The Distributor net bills the BP and then the Distributor files for the backend rebate.

◆ **Click for Announcement Ltr 508-482****Contact Trade One 800-477-6756****Blade S Promotion 2/22/08- 5/22/08**

(US, Partners)

◆ 25% off selected Blade S utilizing SRVR2008005 pre-approved bid administered by Distributor with special up front pricing.

◆ Business Partners should reference SRVR2008005 when ordering from their Distributor. The Distributor net bills the BP and then the Distributor files for the backend rebate

◆ **Click for Announcement Ltr 508-491**

Contact Trade One 800-477-6756

CDAT STUDIES /SERVER CONSOLIDATION TOOL

(US, CAN, IBM, Partners)

IBM's **CDAT tool** collects data from Wintel, Unix, Linux, and Netware servers and provides input for a comprehensive Server Optimization System x proposal for the Enterprise.

Business Partners: <http://www.ibmconPartnersupport.com/>

IBM: <http://www-03.ibm.com/servers/eserver/services/xseriesconsolidation.html>

Contact Partners Anthony Rhodighiero rodighie@us.ibm.com **Direct Thomas Vezina**

tjv@us.ibm.com

COMPETE LINE

(US, CA, LA, IBM, PARTNER)

When to Use: You're in a competitive situation with HP. With EMC. Oracle or Sun and you need: a *comparison* between the HP ProLiant and IBM's similar Systems x offering or key attack points in battling HP DL585, or detailed pricing of a Dell server configuration

Contact: IBM Compline@us.ibm.com **Partners: pwcs@us.ibm.com subject: Complete Line request**

COMPETITIVE INVESTMENT FUNDS

(US, CAN, LA, IBM)

Competitive Investment dollars for account level market share gain of IBM Servers, Storage, and GES (hardware only) intended to displace competition (if pre-approved)

- ◆ Requests must be competitive, early in sell cycle (SSM 2-4), not conditional to any current proposal
- ◆ Cannot be used to close deals under negotiation.
- ◆ E:R of 1% - 4%
- ◆ Equipment requests must have BMC pricing attached and services
- ◆ Requests must have a DOU (internal rates). Two-way customer agreement required.

Contact your Sector Competitive Sales Execute or Carol Mace cmmace@us.ibm.com

ENTERPRISE SERVER PROCESSOR OFFER expires June 30th

(US, LA, Canada IBM, Partners)

When selling against competitive 4 sockets (HP BL680 4 socket blade), Customer buys x3850M2 or x3950M2 and get price relief on 2 processors (2.4GHz or 2.93GHz) via special bid. All sockets must be populated.

1 for 1 offer- One HP 4socket Blade vs x3850M2 or x3950M2

Promos cannot be stacked.

Contact Lori_hennessy@ca.ibm.com **for a request form.**

IBM SERVER MAKEOVER SERVICES expires 6/30/2008

(US, Canada, Direct, Partners)

See if you qualify to receive up to \$200k in IBM Server Makeover services. The Server Makeover analysis offer is only valid for analysis of IT environments comprised primarily of non-IBM servers and storage systems. The offer is also only valid for customers who plan to implement a server consolidation project within the next six months and plan to spend at least US\$200,000 on new server hardware. Customers with predominantly IBM environments should contact their sales team or business partner and learn more about other programs and services tailored specifically to meet their needs.

<http://www-03.ibm.com/systems/migratetoibm/servermakeover/index.html>

INTEL ECAP BID BUCKET expires June 30th

(US, LA, Canada IBM, Partners thru IBM rep)

Last stop, exception special bid pricing to help close System x, Blade and Multiple processor Intel opportunities competing with AMD processors products in current quarter.

Contact your IBM Rep.

INTEL HPC Win Room – Win in HPC with Intel

(US, CA, LA)

Come join the High Performance Computing (HPC) Win room to get support on your HPC deals from Intel HPC experts/engineers and IBM colleagues!

Weekly, Fridays 11am ET

Contact Michael Moreno Michael.I.moreno@intel **to attend.** If you don't have time to attend but still need Intel Technical support, contact Michael.greenfield@intel.com.

SCON Factory Engagements

(US, CAN, LA, Partner)

Partners can earn fees up to \$7,000 for engaging clients for Server Consolidation studies (using the CDAT tool) and delivering proposals centered around IBM System x high-end servers and/or BladeCenter. IBM's SCON Factory Proposal team is ready to help your Partners deliver optimized SCON solutions to win business! (see additional funds available below)

Contact rodighie@us.ibm.com for a funding request form

SCON Factory Engagement VSC/SQL Kicker

(US, CAN, LA, Partner)

Partner participating in the SCON Factory Engagement Program above are also eligible to earn additional funds for VCS or SQL Consolidation.

- ◆ Earn an extra \$750 after a VCS (Virtual Client Solution) Consolidation Proposal is delivered
- ◆ Earn an extra \$2500 after an SCON win provides an external SQL reference.

Contact rodighie@us.ibm.com

SMB SYSTEM X AND STORAGE NEW CUSTOMER BONUS

(US, Partners)

Earn \$500 to \$5,000 payments totaling \$10,000 in incentives for New System x and/or System Storage customers. Excludes System x and System Storage Express Seller Models.

- ◆ Earn up to \$20,000 (\$10,000 for System x new customers and \$10,000 for new System Storage customers!!!) Click for Announcement Ltr 508-436 [Click here to nominate a customer](#).

Contact Trade One 800-477-6756

SYSTEM X AND STORAGE EXPRESS SELLER PARTNER INCENTIVE

(US, Partners)

2% incentive payment on eligible Express model sales after \$6K in sales of the eligible products.

- ◆ Incentives paid on end-user reported sales on System x and System Storage Express product
- ◆ Click for Announcement Ltr 508-442

Contact Trade One 800-477-6756

SYSTEM X AND STORAGE GROWTH INCENTIVE

(US, Partners)

\$25K System x sales previous year or previous quarter to qualify.

- ◆ System x products pay: 85% of target Level 1 = .5%. 100% of target Level 2 = 1%. Overachievement = .5% paid on sales over 100% of target. .5% paid on System x sales if PARTNER meets 100% of Storage target and at least 85% of System x target.

- ◆ Storage products pay: L1= .5%, L2= 1.5% and Overachievers = 2.5% on sales over 100% of Storage target. Target is \$25K or 6% increase over same quarter previous year for System x and \$25K or 25% increase for System Storage. Premier Partners have 70% recovery clause

- ◆ Click for Announcement Ltr 508-441

Contact Trade One 800-477-6756

SYSTEM X CUSTOMER SPECIAL OFFERS

(US customers)

Check the ibm web site to see the latest offering.

http://www.ibm.com/products/specialoffers/us/en/xseries_servers.html

SYSTEM X EXACT & BLADE BUSINESS PARTNER INVESTMENT PROGRAMS

(US, Partners)

\$300K revenue, demo, competency requirements and selection of a primary Distributor to qualify in each product. System x Enterprise and/or Blade Investment BP targets. 15% same quarter previous year growth target for Blade and 10% for eligible System x Enterprise servers or \$75K whichever is greater.

- ◆ Incentive payments = 2% for purchases from Primary Distributor and 1% for other Distributor purchases.

- ◆ Also earn an additional 2% for primary Distributor purchases and 1% for other Distributor purchases for meeting or exceeding growth target(s)

- ◆ Click for Announcement Ltr 508-451

Contact Trade One 800-477-6756

SYSTEM X PUBLIC SECTOR FEE OFFERING

(US, Partners)

Eligible Business Partners will receive a fee when eligible Public Sector End Users purchase eligible IBM System x, BladeCenter, IntelliStation, and System Storage Products directly from IBM.

◆ A customer notification form must be communicated by the Business Partner to the customer notifying the customer that the Business Partner might receive a fee from IBM. Fees range from 2% to 6.5% depending on product

◆ **Click for Announcement Ltr 508-764**

Contact Trade One 800-477-6756

TECHNOLOGY ACCESS PROGRAM (TAP)

(US, Partners)

Obtain discounted products IBM for internal use, demonstration or development purposes.

◆ Eligible products include selected System x, BladeCenter, Intellistation and TotalStorage products.

◆ Available to IBM Resellers, Solution Providers and Distributors.

◆ **Announcement letter 508-431**

Contact Trade One 800-477-6756

VMWARE VI3 90 DAY EVALUATION

expires Dec 31, 2008

(US, CAN, LA, IBM Partners)

For a limited time, you can try VMware® Infrastructure 3 software when you purchase a VMware ServerProven® System x server or BladeCenter chassis. The eligible products are shipped with a flyer that entitles you to register for a 90-day evaluation license for VMware Infrastructure 3.

<http://www-03.ibm.com/systems/x/solutions/infrastructure/virtualization/vmware/eval.html>

WAR ROOM

(US, CAN, LA, IBM, Partners thru IBM reps)

A daily call with System x sales leaders to help sellers with sales strategy, additional resources and hardware. Work with Regional Profit Managers on pricing issues. Only if you don't reach the price you need, bring it to the war room.

Contact Nancy Gavlic ngavlik@us.ibm.com for an opportunity form and to request a time slot.

X3850M2 38.50 SCALEXPANDER OFFER

expires June 30th

(US, LA, Canada IBM, Partners)

When taking out HP DL585, DL580, BL680, Del 6850, etc., Sell an x3850M2 (any model, speed) & get a ScaleXpander option kit (44E4249) for \$38.50 thru Special Bid.

This is a 1 for 1 offer: One x3850M2 + One ScaleXpander is required.

Cannot stack promotions

Contact Lori_hennessy@ca.ibm.com for a request form.

X3850M2 MEMORY OFFER 64GB for 32GBGB

expires June 30th

(US, LA, Canada IBM, Partners)

When selling against competitive 4 sockets or into a SQL, Linux/Oracle, Virtualized environment, Customer buys x3850M2 plus 32GB memory and get 64MB memory upgrade at no additional charge via special bid. Part numbers: 4GB 41Y2771, 8GB 41Y2768.

Offer cannot be stacked with another special bid promo

Promos cannot be stacked.

Contact Lori_hennessy@ca.ibm.com for a request form.

SERVERS

INTEL DEMO DEPOT

(US, CAN, LA, IBM, Partners thru IBM rep)

System x MP and HS21 loaners available through Intel.

Systems available via Intel Demo Depot for 30 day loaners:

◆ IBM HS21 ,IBM HS21 XM, IBM x3650, IBM X3850 3U, IBM x3850 M2

◆ Harperton Blades and 1u/2u racks available February

Contact [Raechel Beiler to nominate an account: mary-raechel.beiler@intel.com](mailto:mary-raechel.beiler@intel.com)

AMD LOANERS:

(US, CA, Partners thru IBM rep)

AMD System x product loaners available for up to 60 days. (next day shipment)

Contact: your AMD BDE or brian.casto@amd.com

CHANNEL EVALUATION PROGRAM FOR PARTNERS

(US, Partners)

Partners can offer end user customers the opportunity to evaluate IBM products for up to 90 days before purchasing. Evaluation products are eligible for incentive payments.

◆ Returns are assessed a 5% return fee.

◆ Eligible products include System x, PWS, System Storage, Options and Blades.

◆ Excludes Express Seller models. Combinable with Sell More Blue

◆ **Click for Announcement Ltr 508-430**

Contact Tina Goodwine tinago@us.ibm.com (back up Theresa Yoss) www.evalone.com

SERVICES

ENTERPRISE SERVER JUMPSTARTS FUNDS currently COMMITTED use program below(US, CAN, Partners, IBM)

Send in your nomination to be pre-approved for a funded IBM Lab Services jumpstart. They will install/provide training for Virtualization, SQL or MS Exchange on **Enterprise Servers (x3800, x3850, x3850M2, x3950, x3950M2 ONLY)** to help win enterprise server business 1st & 2nd quarter. Maximum funding per implementation is \$10,000/5 days.

◆ Fast, expert installation and configuration of the entire solution by you under supervision and with assistance/support of IBM Consultants to give you confidence in the ongoing management of your system

Contact Lori_Hennessy@ca.ibm.com for more details and a funding request form

IBM MIGRATION/JUMPSTART SERVICES (US, Can, LA, Partners, IBM)

IBM will reimburse Q2 migration/jumpstart services when moving from a competitive platform. Funding available for up to 5% of the 2008 revenue for System x products.

◆ Enterprise System x (x3755, x3800, x3850, x3850M2, x3950, x3950M2) funds must be used to move Virtualization, SQL, Linux/Oracle workloads from competitive platforms to Enterprise servers for for Director jumpstarts.

◆ BladeCenter (HS21XM, HS21, LS21, LS41)- Replace a Dell or HP Rack servers within an account.

◆ High Volume System x products - Replace the competition.

Contact Lori_Hennessy@ca.ibm.com for more details and a funding request form

INTEL PROOF OF CONCEPT PROGRAM (US, CA, LA, IBM, Partners)

Intel reimburses up to 55% of the total cost of services, to a maximum of 10% of the total Intel System x opportunity **if pre-approved**. BladeCenter, x3800, x3850, x3850M2, x3950 & x3950M2 products only.

Contact Lori_Hennessy@ca.ibm.com for more details and a funding request form.

NOTE: Programs offers subject to change. For current listing contact Lori_hennessy@ca.ibm.com