



# Announcement Letter

IBM® Business Partner\* Announcement  
January 2011

## ***Title: Blue Thunder Margin Program "Blue Thunder"***

### ***The Offer***

The Blue Thunder program is designed to recognise those customer facing Business Partners\* who identify and pursue sales to new IBM clients (Whitespace Accounts) or new workloads in existing IBM clients (Competitive Workloads).

The purpose of the program is to:

- Drive incremental revenue for IBM Power and configurable storage products into competitive Whitespace Accounts or convert Competitive Workloads
- Drive and focus our customer facing partners to increase IBM marketing share beyond IBM's existing install base
- Help our customer facing partners to offset cost and effort in selling into Whitespace Accounts which usually involve longer sales cycle and more BP investment.

As part of this program, Customer Facing Partners are entitled to an additional total channel margin of up to 10% on the requested special bid margin for Power Systems and Configured Hardware Storage (at IBM's discretion) applied upfront at order entry, for sales made into previously registered Whitespace Accounts or registered Competitive Workloads. Configurable storage products are defined as those products which can be configured via eConfig and orderable via the same means as Power systems. Storage products which are sold as a part number are not eligible under this program.

An accelerator of a further 5% additional total channel margin will be considered when selling an IBM Solution (combinations of IBM Power, IBM Storage and IBM Software) into Whitespace Accounts or converting Competitive Workloads.

Including all accelerators the program provides the Customer Facing Partners the opportunity to earn a total channel additional margin of up to a maximum of 15% on the requested special bid margin on Power products and on Configured Hardware Storage products.

### ***Definition of "WhitespaceAccounts"***

Whitespace Accounts represents those accounts that:

- do not currently have IBM Power or configurable IBM Storage equipment;
- that are nominated by either IBM or the Customer Facing Business Partner as an ***eligible*** Whitespace Account (see below); and
- are agreed between IBM's BPO Sales Exec, the IBM STG Sales Exec and the Customer Facing Business Partners from time to time as Whitespace Accounts during the Promotion Period.

### ***Definition of "Competitive Workloads"***

Competitive Workloads represents those computing requirements that:

- are run on non IBM equipment
- exist in current IBM clients
- will result in existing non IBM equipment being decommissioned

### **Definition of Additional Total Channel Margin**

Additional Total Channel Margin represents the margin

- in addition to the margin agreed by IBM as part of the normal resale
- which is to be shared by all channel parties in the supply chain from IBM to the client. For example,

1. Direct Partners or
2. Distributor and a Direct Partner buying through distribution or
3. Distributor and an Indirect Partner buying through distribution.

### **Registration Process**

For a Whitespace Account or Competitive Workload to be **eligible** for the program it must follow the below procedure:

1. The Customer Facing Business Partner nominates the Whitespace Account or Competitive Workload by sending the nomination to the Program Coordinator listed below.
2. IBM validates the account to ensure no similar products have been sold previously into the Whitespace Account i.e. account has no or limited IBM product footprint or that the Competitive Workload is running in the existing IBM client on non IBM equipment.
3. IBM nominates the Whitespace Accounts or Competitive Workload which is then validated and agreed to by Customer Facing Business Partner. The account is then registered with the Program Coordinator listed below.
5. The IBM STG System Sales Manager for the appropriate account validates the information provided and endorses the nomination
6. The BPO Sales Exec and the STG Sales Exec approve the Whitespace Account or Competitive Workload nomination, and Customer Facing Business Partner mapping.
7. Upon approval of all relevant IBM parties, IBM will then issue notification to the Customer Facing Partner informing them of the approval and the total available additional total channel margin available under this program.
8. The Customer Facing Business Partner's active participation/investment in an account is determined at the time the Whitespace Accounts or Competitive Workload is registered and approved.
9. Once the Whitespace Account or Competitive Workload has been registered and approved 'participation/investment' will be regularly reviewed to ensure ongoing commitment by the Customer Facing Business Partner in the nominated account. Accounts will be removed from the program with agreement from both the BPO Sales Exec and STG Sales Exec:
  - if no sale is made under this Program before the end of the Promotion Period;
  - if there is a merger or name change of the BP or the proposed client; or
  - where the Customer Facing Business Partner is not actively engaged in the account or opportunity.

If this occurs, another Customer Facing Business Partner may make an application to IBM to have the Whitespace Account or Competitive Workload reinstated.

***All Special Bids and Relevant Orders must quote the Promotion Number "Blue Thunder". If the Special Bid or Relevant Order is submitted without the Promotion Number "Blue Thunder" it will be processed as a normal Special Bid or relevant order and no benefits of this Program will be provided.***

***All Special Bids are to be submitted with the normal resale margin requested for the sale. If it is a Blue Thunder Special Bid, IBM will validate the sale as part of its pricing process and review the bid in light of the Blue Thunder program guidelines. The approved IBM Special Bid from IBM will include the Blue Thunder Additional Total Channel Margin if applicable.***

***All previous Blue Thunder registered Whitespace Accounts are still valid under the enhancement to this program until the end of the Promotion Period.***

### **Eligible Products**

IBM Power and configurable IBM Storage products

### ***Start and End Dates (Promotion Period)***

This promotion is valid for orders received and shipped by IBM between January, 2011 and 31<sup>st</sup> December, 2011.

### ***Who Is Eligible?***

IBM Direct and Indirect Customer Facing Power and Storage Business Partners (with BPA or PWA).

The Customer Facing Business Partners must have:

- Sold an IBM Power System and/or IBM Storage into a registered and approved Whitespace Account or Competitive Workload within the Promotion Period to earn the additional margin.
- The Customer Facing Business Partner will continue to be eligible to earn the Blue Thunder additional margin on repetitive business sold in the same account under the approved registration until the end of the Promotion Period.

Instances that do not qualify for this promotion include:

- If more than one Customer Facing Business Partner is working on the same customer account, no Blue Thunder additional margin is allocated, only the normal special bid margin for competitive deals.

### ***Where Is It Available?***

This promotion is available in Australia and New Zealand.

### ***Terms & Conditions***

- A. This offer is only available through special bid.
- B. Channel rebates **do** apply.
- C. Standard discounts **do not** apply for this promotion.
- D. Govt/Education discounts **do not** apply for this promotion.
- E. Purchase under this offering is subject to the terms and conditions of applicable IBM Business Partner\* Agreement.
- F. IBM's standard special bid processes apply. Any discounts, including special bid discounts, Blue Thunder and accelerator additional margins, are awarded (or not) entirely at IBM's discretion.
- G. IBM reserves the right to modify or withdraw this promotion at any time. In exceptional circumstances, where the margin requested is much deeper than the average margin for a competitive bid, IBM may review the Blue Thunder competitive margin with you. It may be subsequently determined that the additional margin be reduced to a value lower than the 10% advertised. The same conditions apply to the additional accelerator margin.
- H. Shipment of the order must take place within 30 days of placement of order. Any other Instance must have special bid approval.

### ***Ordering Information***

All **Special Bids** placed must quote the Promotion Code "Blue Thunder" in the Remarks field when submitting a request for Special Bid in IBM OPRA system

At the time of order entry, the Relevant Order should quote the Blue Thunder Promotion Code and

the IBM special bid approval #

***If the Special Bid or Relevant Order is submitted without the Promotion Number "Blue Thunder" it will be processed as a normal Special Bid or relevant order and no benefits of this Program will be provided.***

For further assistance regarding this promotion please contact your assigned Business Partner Client Representative or your chosen Distributor:

***Further Information?***

Questions pertaining to this promotion should be directed to the IBM Program Coordinator. ***Joshia Hung*** at [joshia@au1.ibm.com](mailto:joshia@au1.ibm.com)

PartnerWorld Contact Services on <1800 637 713 in Australia or on 0800 444 714 for New Zealand> or email: [pwcs@au1.ibm.com](mailto:pwcs@au1.ibm.com)

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\* 'Business Partner' is used informally and does not imply a legal partnership.