

# Agenda

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Beweggründe der IBM und die Ankündigung

Allgemeine Voraussetzungen

Base Reward und Solutions Bonus

Voraussetzungen/ to do's seitens des BP und seitens des VAD

Claim Prozess/Auszahlung

IBM Global Financing

# Beweggründe der IBM für das SAI Incentive



*Incentive for selling eligible IBM hardware and IBM software on a single client order*

- Erhöhen des Cross-Selling Business
- Verstärken und Beschleunigen des Lösungsgeschäfts
- Bedarf des Kunden nach gezielteren Informationen, Geschäftsoptimierung, Zusammenarbeit u.a.m. gerecht werden
- Erschließen neuer Geschäftsmodelle, die IBM Hardware & Software zusammen betrachten

# Ankündigung des Solution Accelerator Incentive

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- Öffentliche Ankündigung: 28. Februar 2012
  - Rechnungen datiert 28. Februar oder später sind eligible
  - Voraussichtliche Gültigkeit 31.12. 2012
  - Initiative für Europa, Middle East, Afrika
- Die Initiative belohnt IBM Distributoren und IBM Business Partner für das Verkaufen von eligibler Hardware und Software zusammen in einem Projekt („simultaneous sale“)
- Eligible Software und Hardware, siehe aktuelle Listen in Partnerworld:
  - [www.ibm.com/partnerworld/solutionaccelerator](http://www.ibm.com/partnerworld/solutionaccelerator)

# Solution Accelerator Incentive: Auszug der SAI web page



**IBM PartnerWorld - Solution Accelerator Incentive - Mozilla Firefox: IBM Edition**

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- Site map

**Why IBM Solution Accelerator Incentive?**

Clients want more value from their IT investments. Rewarding IBM Business Partners for selling IBM hardware and IBM software together and providing incentives for solution based selling will accelerate the design, development and deployment of key business solutions, addressing the needs of clients faster as well as enabling IBM with its Business Partners to reach new markets and exploit new business models.

The solutions predefined as part of the Solution Accelerator bonus reward are aligned to the top business needs of our clients.

**Base Reward**

Channel reward for selling eligible IBM hardware products and eligible IBM software products together.

- Eligible software products overview (PDF, 74KB)
- Eligible hardware products (PDF, 135KB)

The following file contains the list of eligible part numbers for the Base reward, both SVP Open and Authorized products. Some part numbers in this list may not be available in all countries. As always, the IBM distributed software price book has the most current information.

- Eligible software part number detail (XLS, 1.82MB)

To identify the part numbers that are eligible for the Solution Bonus reward use the "eligible software products detail" file below to identify the IBM Product IDs (PID Numbers) that are eligible for a specific solution and then look up that number in the above file "eligible software part number detail" to locate the part numbers of the product.

**Solution Bonus Reward**

Additional channel reward for selling predefined solutions of hardware and software. Additional reward only applies to the eligible software content of the solution.

- IBM Solutions overview (PDF, 347KB)

The following file contains the list of Eligible SVP Open and Authorized IBM Product IDs (PID Numbers) per solution and also the list of Eligible SVP Authorized IBM Product IDs for the Base reward.

- Eligible software products detail (XLSX, 67KB)

**Get started**

**Contact us**

- PartnerWorld website feedback

# Eligible Software – Auszug vom 13.4.12



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## IBM Solution Accelerator Incentive: Eligible SWG Software



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**Open Products:** [All SVP open products](#)

**Authorized Products:**  
[Selected SVP authorized products](#)

- Business Process Manager
- Cognos Business Intelligence
- Cognos Express
- Cognos FSR
- Cognos Mobile
- Cognos TM1
- Collaboration Accelerator
- Connections
- Content Accelerator
- Content Manager On Demand (CMOD)
- Customer Experience Suite
- DataCap TaskMaster
- DB2 Connect
- DB2 Enterprise Server Family
- DB2 Everyplace
- DB2 PureScale or PureCluster
- DB2 Storage Optimization
- DB2 WorkGroup
- Domino Messaging CAL
- Domino Server
- FileNet Content Manager
- Forms Designer
- Forms Server
- Forms Viewer
- Information Server Family
- Informix DB Family
- Informix Warehouse
- InfoSphere Discovery
- InfoSphere Optim Family
- InfoSphere Warehouse
- Lotus Protector for Mail
- Lotus Quickr
- Mobile Portal Accelerator
- MQ File Transfer Edition
- Netcool OMNibus & Network Mgr
- Netcool ONMibus
- Omnifind Discovery Edition
- Product Imaging Edition (PIE)
- Rational Application Developer
- Rational Functional Tester
- Rational Performance Tester
- Rational Requirements Composer
- Sametime Advanced
- Sametime Unified Telephony
- SmartCloud Monitoring (SCM)
- SmartCloud Control Desk
- SmartCloud Provisioning (SCP)
- SPSS Collab and Deploy Services
- SPSS Modeler
- SPSS Statistics
- Sterling B2B Integrator
- Sterling Configure Price Quote
- Sterling Connect: Express
- Sterling Connect: Direct
- Sterling Control Center
- Sterling File Gateway
- Sterling Gentran
- Sterling Gentran: Director
- Sterling Order Management
- Sterling Secure Proxy
- Sterling Supply Chain Vendor Comp.
- Sterling Supply Chain Visibility
- Tivoli Endpoint Manager (TEM) Family
- Tivoli Monitoring
- Tivoli Monitoring for Virtual Environments
- Tivoli Provisioning Manager
- Tivoli Storage Productivity Ctr Std Edition (TPC SE)
- Unica Campaign
- Web Content Management
- WebSphere Cast Iron
- WebSphere Commerce
- WebSphere Dashboard
- WebSphere Enterprise Service Bus
- WebSphere eXtreme Scale
- WebSphere Message Broker
- WebSphere MQ
- WebSphere MQ Low Latency Msg
- WebSphere Operational Decision Mgmt
- WebSphere Portal
- WebSphere Services Registry & Repository

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Find: single Next Previous Highlight all Match case Phrase not found

# Eligible Hardware – Auszug vom 13.4.12



**IBM Solution Accelerator Incentive: Eligible IBM STG Hardware**

IBM Power Systems		System x		Top of Rack Switches	
PS700	8406-70Y	HS22	7870	G8000	0446, 7039
PS701/702	8406-71Y	HS23	7875	G8124E	0446
PS703	7891-73X	HS22V	7871	G8052	7039
PS704	7891-74X	HX5	7873	G8316	7039
Power 710	8231-E1C	x3630M3	7377	G8124	7039
Power 720	8202-E4C	x3550M3/M4	7944, 7914	G8264	7039
Power 730	8231-E2C	x3650M3/M4	7945, 7915	G8316	8036
Power 740	8205-E6C		7949		
Power 750	8233-E8B		5454		
Power 770	9117-MMC	x3850X5	7143		
Power 780	9179-MHC	x3950X5	7143		
Power 795	9119-FHB	x3690X5	7147		

IBM Storage		BladeCenter	
DS3500	1746	S	8886
V7000	2076	E	8677
V7000	2073	H	8852
V7000 SW	5639-VM1	HT DC	8840
V7000 SW	5639-VF1	HT AC	8850

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# Eligible Part Number Software Detail – Auszug vom 13.4.12

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	A	B	C	D	E	F	G	H
	Eligibility Date	Withdrawn Date	Last Change Date	Part Num.	Part Dscr Full	Ibm Prod Id	Ibm Prod Id Dscr	SW Value Plus product group
2	28. Feb 12			D0385LL	IBM Information Server Data Quality M	5724Q45	Information Server Data Quality Module for SAP	IBM InfoSphere
3	28. Feb 12			D038ULL	IBM Information Server Data Quality M	5724Q45	Information Server Data Quality Module for SAP	IBM InfoSphere
4	28. Feb 12			D03JMLL	IBM InfoSphere FastTrack 10 Authori	5724Q36	IBM InfoSphere Information Server	IBM InfoSphere
5	28. Feb 12			D03L5LL	IBM Rational Developer for SOA Cons	5724T83	IBM Rational Dev on Sys i for SOA Construction	Rational
6	28. Feb 12			D03L7LL	IBM Rational Developer for SOA Const	5724T83	IBM Rational Dev on Sys i for SOA Construction	Rational
7	28. Feb 12			D03LALL	IBM Sametime Unified Telephony Call	5724U79	IBM Sametime Unified Telephony	Lotus Sametime Unified Tele
8	28. Feb 12			D03M5LL	IBM Sametime Advanced Authorized L	5724S90	IBM Sametime Advanced	Lotus Social SW & Unified Comm
9	28. Feb 12			D03MFL	IBM Tivoli Composite Application Man	5724U17	IBM ITCAM for Microsoft Applications	Tivoli
10	28. Feb 12			D03NCLL	IBM InfoSphere Information Server Pac	5724Q53	IBM InfoSphere Info Svr Pk JD Edwards EntOne	IBM InfoSphere
11	28. Feb 12			D03NELL	IBM InfoSphere Information Server Pa	5724Q53	IBM InfoSphere Info Svr Pk JD Edwards EntOne	IBM InfoSphere
12	28. Feb 12			D03NGLL	IBM InfoSphere Information Server Pac	5724Q52	IBM InfoSphere Info Server Pk fr PeopleSoft Ent	IBM InfoSphere
13	28. Feb 12			D03P7LL	IBM InfoSphere Information Server Pa	5724Q52	IBM InfoSphere Info Server Pk fr PeopleSoft Ent	IBM InfoSphere
14	28. Feb 12			D03P8LL	IBM InfoSphere Information Server Pa	5724Q51	IBM InfoSphere Info Server Pack for Oracle Apps	IBM InfoSphere
15	28. Feb 12			D03P9LL	IBM InfoSphere Information Server Pa	5724Q51	IBM InfoSphere Info Server Pack for Oracle Apps	IBM InfoSphere
16	28. Feb 12			D03PDLL	IBM InfoSphere Information Server Pa	5724Q56	IBM InfoSphere Info Server Pk for Siebel	IBM InfoSphere
17	28. Feb 12			D03PFLL	IBM InfoSphere Information Server Pa	5724Q54	IBM InfoSphere Info Server Pack for SAP BW	IBM InfoSphere
18	28. Feb 12			D03PHLL	IBM InfoSphere Information Server Pa	5724Q54	IBM InfoSphere Info Server Pack for SAP BW	IBM InfoSphere
19	28. Feb 12			D03PJLL	IBM InfoSphere Information Server Pa	5724Q55	IBM InfoSphere Info Server Pack for SAP Apps	IBM InfoSphere
20	28. Feb 12			D03PMLL	IBM InfoSphere Information Server Pa	5724Q55	IBM InfoSphere Info Server Pack for SAP Apps	IBM InfoSphere
21	28. Feb 12			D03PNLL	IBM InfoSphere Information Server Pac	5724Q56	IBM InfoSphere Info Server Pk for Siebel	IBM InfoSphere
22	28. Feb 12			D03PULL	IBM WebSphere Service Registry and	5724N72	IBM WebSphere Service Registry and Repository	WebSphere Core
23	28. Feb 12			D03PVLL	WebSphere Message Broker for zEnte	5724J05	IBM WebSphere Message Broker	WebSphere Core
24	28. Feb 12			D03PWLL	IBM WebSphere Message Broker Proc	5724J05	IBM WebSphere Message Broker	WebSphere Core
25	28. Feb 12			D03QRLL	IBM InfoSphere Replication Server Prc	5724N98	InfoSphere Replication Server	IBM InfoSphere
26	28. Feb 12			D03QTL	IBM InfoSphere Replication Server De	5724N98	InfoSphere Replication Server	IBM InfoSphere
27	28. Feb 12			D03QVLL	IBM InfoSphere Data Event Publisher I	5724N99	InfoSphere Data Event Publisher	IBM InfoSphere
28	28. Feb 12			D03QXLL	IBM InfoSphere Data Event Publisher I	5724N99	InfoSphere Data Event Publisher	IBM InfoSphere
29	28. Feb 12			D03S0LL	IBM WebSphere Message Broker Star	5724J05	IBM WebSphere Message Broker	WebSphere Core
30	28. Feb 12			D03S2LL	IBM Message Broker Remote Adapter	5724J05	IBM WebSphere Message Broker	WebSphere Core
31	28. Feb 12			D03S4LL	IBM WebSphere Message Broker Star	5724J05	IBM WebSphere Message Broker	WebSphere Core
32	28. Feb 12			D03S6LL	IBM InfoSphere WebSphere Federatio	5724N97	InfoSphere Federation Server	IBM InfoSphere
33	28. Feb 12			D03SCLL	IBM InfoSphere Federation Server Lin	5724N97	InfoSphere Federation Server	IBM InfoSphere
34	28. Feb 12			D03SELL	IBM InfoSphere DataStage and Qualit	5724Q48	InfoSphere DataStage and QualityStage Designer	IBM InfoSphere
35	28. Feb 12			D03SGLL	IBM InfoSphere DataStage and Qualit	5724Q48	InfoSphere DataStage and QualityStage Designer	IBM InfoSphere
36	28. Feb 12			D03SPLL	IBM InfoSphere DataStage Server for I	5724Q47	InfoSphere DataStage Server	IBM InfoSphere
37	28. Feb 12			D03SQLL	IBM InfoSphere DataStage Server for I	5724Q47	InfoSphere DataStage Server	IBM InfoSphere
38	28. Feb 12			D03SYLL	IBM InfoSphere DataStage Server Pro	5724Q47	InfoSphere DataStage Server	IBM InfoSphere
39	28. Feb 12			D03T8LL	IBM InfoSphere DataStage Server Lin	5724Q47	InfoSphere DataStage Server	IBM InfoSphere
40	28. Feb 12			D03TDLL	IBM InfoSphere Information Services C	5724Q36	IBM InfoSphere Information Server	IBM InfoSphere
41	28. Feb 12			D03TELL	IBM InfoSphere Information Services C	5724Q36	IBM InfoSphere Information Server	IBM InfoSphere

IBM Software List

Ready

# Solution Bonus: Beispiel eligible Solutions



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## IBM Solution Accelerator Incentive: Eligible Solutions



Industry Solutions	Server	Storage	SWG
Enterprise Marketing Management	Y		IBM Unica Campaign
ECM	Y		IBM FileNet Content Manager or IBM Product Imaging Edition or IBM Datacap Taskmaster Capture or IBM Content Manager OnDemand for Multiplatforms or IBM Omnifind Discovery Edition
B2B Business Solutions	Y		IBM Sterling B2B Integrator or IBM Sterling File Gateway or IBM Sterling Gentran: Director or IBM Sterling Gentran or IBM Sterling ConnectDirect or IBM Sterling Control Center or IBM Sterling Connect Express or IBM Sterling Secure Proxy,
Commerce Solutions	Y		IBM Sterling Supply Chain Visibility or IBM Sterling Supply Chain Vendor Compliance or WebSphere Commerce Enterprise or WebSphere Commerce Developer Enterprise or WebSphere Commerce Professional or WebSphere Commerce Developer Professional or IBM Sterling Order Management or IBM Sterling Configure Price Quote
Power 7 for Smarter Commerce	Power 7		WebSphere Commerce Enterprise or WebSphere Commerce Developer Enterprise or WebSphere Commerce Professional or WebSphere Commerce Developer Professional
Optimization	Y		IBM ILOG ODM Enterprise IBM ILOG CPLEX Optimization

Open Distribution software

Server = Y denotes required content (X or Power)

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## Von der Initiative ausgeschlossen:

- Part Number Options sold along with the IBM server a/o Storage models
- Products sold under demonstration or development terms
- Orders for Try and Buy equipment until such time that the end-user purchases the product
- Products sold under a Transaction Agreement
- Bulk MES Products , Internal use Products , Model Upgrades and 'after market' (MES) orders for features
- SDI products , Used equipment , Software subscription products
- SWG SW sold with ELA contract , SWG software in Passport Advantage Band I or J , SWG SPP Revenue

# Base Reward: Höhe des Claims und der Auszahlung

- Das Incentive gilt zusätzlich zu den vorhandenen Programmen
- Die Höhe des Rewards ist beim zuständigen Distributor zu erfragen
- Der Reward ist abhängig von der jeweiligen Opportunity und ist eine Absprache zwischen Distributor und Business Partner !
- Berechnungsgrundlage für den Claim: Rechnung der IBM an den Distributor (für Hard- und Software)
- Der Mindest-Claim-Wert muss mindestens 50.000 € sein
  - Nach oben gibt es keine Begrenzung (keinen Maximalbetrag)



# Base Reward: allgemeine Bedingungen



- Es muss ein- und derselbe Business Partner sein, der Hardware & Software an ein- und denselben Kunden verkauft (Identität: Name, Lokation)
- Auswählbare Hardware und Software:
  - Definierte eligible IBM Hardware Produkte aus der Power Systems, System x, Storage und Blade Center
  - Definierte IBM Software: Passport Advantage New license Revenue
- Ein Teil (Hardware oder Software) muss mindestens 30% des Claim-Wertes (50k min.) ausmachen, um das Incentive zu beantragen
- Datierung der Endkundenrechnungen darf maximal 15 Tage auseinander liegen (s. auch page 10)
- Der kleinste Teil wird immer mit 30% berechnet (muss also min. 15k sein) siehe Bsp. 2 und der größere Teil wird immer auf 70% gekappt (siehe Bsp.2)

# Base Reward: Beispiele für Capping/ Rejection



- Beispiel 1: „normale“ Berechnung/Auszahlung
  - Claim beträgt 100.000 € : 70.000 Hardware und 30.000 Software Anteil
  - Auszahlung: x € (Berechnung: 70k mal x% plus 30K mal x%).
- Beispiel 2: Capping
  - Claim beträgt 100.000 € : 15.000 Hardware und 85.000 Software Anteil
  - Capping: der Software Anteil wird auf 35.000 heruntersgesetzt (um die Anforderungen von 50k Mindestbetrag zu erfüllen).
  - Auszahlung: x € (Berechnung: 15k mal x% plus 35k mal x%)
- Beispiel 3: Ablehnung eines Claims
  - Claim beträgt 100.000 € : 95.000 Hardware und 10.000 Software Anteil
  - Capping: der Hardware Anteil wird auf 23.000 gesetzt (um die Anforderung der Ration von Hardware-Software: 30-70 zu erfüllen)
  - Ablehnung: durch das Capping beträgt der Claim 33.000 € und wird somit rejected



# Solution Bonus: allgemeine Bedingungen

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- Die Bedingungen des Base Reward treffen auch für den Solution Bonus zu
- Der Solution Bonus wird zusätzlich zum Base Reward ausbezahlt
- Der Solution Bonus bezieht sich auf eine Software Lösung gemäß IBM Definition (siehe SAI web page)
- Auch für den Solution Bonus gilt: die genaue Höhe des Rebates wird beim Distributor erfragt
- Im Gegensatz zum Base Reward ist hier eine Zusammenarbeit von zwei Solution Providern/Resellern möglich



- Eligible Business Partner Status: Reseller, Solution Provider
- Die Reseller / Solution Provider (auch der Distributor!) müssen für die betroffene Hard- und Software autorisiert sein
- Distributor & Reseller/Solution Provider & Deal müssen im selben Land lokalisiert sein
- Der Solution Provider / Reseller kann die Software und Hardware bei EINEM Distributor beziehen, er kann aber auch die Software bei dem einen und die Hardware bei einem anderen Distributor bestellen

- Die vom BP erstellten Endkundenrechnungen für Hardware und Software dürfen maximal 15 Tage auseinanderliegen
- Die Endkundenrechnungen können zwar separat vorliegen, sie müssen aber beide zwingend bei dem zuständigen Software Distributor eingereicht werden
  - Endkundenname und Adresse muss identisch sein
- Es liegt in des Partners Verantwortung, dass der VAD binnen 30 Tagen (nach letzter Rechnungsstellung) die Endkundenrechnung bei IBM einreichen kann
- Zusammen mit den Rechnungen reicht der Reseller/Solution Provider auch das von ihm ausgefüllte Claim-Formular (die für ihn relevanten Felder) bei seinem Software Distributor ein

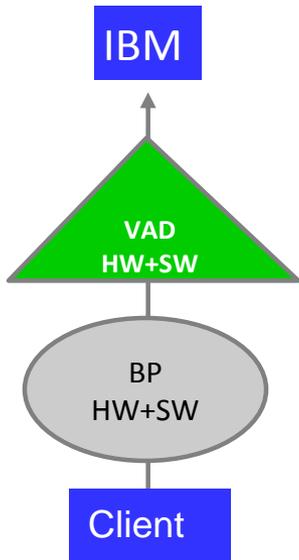
- Der Software Distributor sendet alle notwendigen Dokumente an die IBM
  - Submission MUSS innerhalb von 30 Tagen (nach letztem Rechnungsdatum) an die IBM erfolgt sein
  - Die Berechnung der Incentive-Auszahlung basiert auf der Rechnung, die IBM an den Distributor stellt (bei Software = List Price bzw. SBO Preis)
- Bei unterschiedlichen Distributoren für Hardware und Software ist es der Software Distributor der **einen** konsolidierten Claim an die IBM sendet (inkl. HW Machine Types/Part Numbers & Serial Numbers der vom HW VAD verkauften Hardware)

# Solution Accelerator: How does it work?



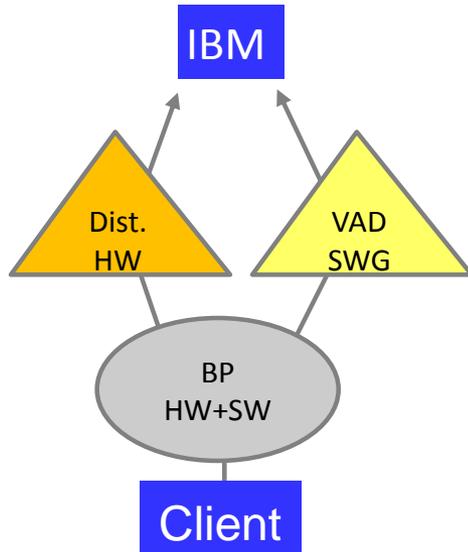
## Participation Options for IBM Distributors and IBM Business Partners:

Single BP/ Single Dist.



VAD submits claim,  
VAD/BP share as they agree

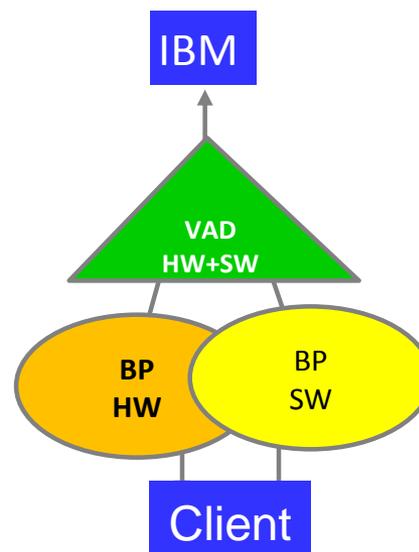
Single BP/ Two Dist.s



SWG VAD submits claim  
Incentive paid to each Distributor  
based on content sold by  
Distributor  
VADs/BP share as they agree

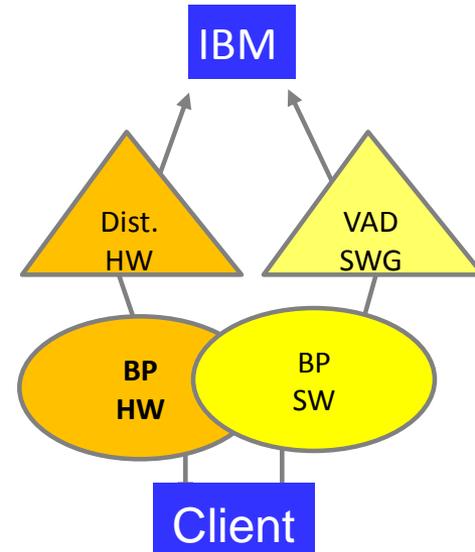
## Teaming allowed on Solution Claims only

Two BPs/ Single Dist.



VAD submits claim,  
VAD/BPs share as they agree

Two BPs/ Two Dist.s



SWG VAD submits claim  
Incentive paid to each Distributor  
based on content sold by  
Distributor  
VADs/BP share as they agree

BP teaming only allowed on Solution Bundles Claims

Terms:  
VAD: IBM Value Added Distributor  
BP: IBM Business Partner

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## Solution Accelerator Incentive: Claim Auszahlung



- Die Incentive Auszahlung erfolgt innerhalb von 45 Tagen durch die IBM als Gutschrift in der lokalen Währung.
- IBM zahlt den Hardware-Incentive-Anteil an den Hardware Distributor und entsprechend den SW-Anteil an den Software Distributor
- Bei Unstimmigkeiten in bezug auf die Gutschrift bzw. Nicht-Auszahlung muss innerhalb von 60 Tagen eine formale Anfrage an die IBM Business Partner Support Organisation (BPSO) geschickt werden unter Angabe von Details warum der IBM-Mitteilung (Gutschrift bzw. Nichtzahlung) nicht zugestimmt wird
  - ACCELER@sk.ibm.com

## IBM Global Financing in Verbindung mit SAI

- IBM Global Financing kann mit dieser Initiative verbunden werden:
  - Der Gesamtbetrag der Lösung wird für die Ratenzahlungen durch 36 Monate geteilt
  - Mehr Info: [http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/igf\\_com\\_fin\\_promo\\_systemsolutionfinancing](http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/igf_com_fin_promo_systemsolutionfinancing)
  - IBM Global Financing Reseller Incentives bleiben gültig
  - Die IBM Hardware muss min. 70% des finanzierten Betrags ausmachen

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## Solution Accelerator Incentive

Earn more with the IBM Solution Accelerator Incentive

**Overview**  
The IBM Solution Accelerator Incentive rewards the simultaneous sale by IBM Business Partners of eligible IBM Servers and/or Storage with eligible IBM software products. This Incentive has a base reward and a solution bonus.

**Why IBM Solution Accelerator incentive?**  
Clients want more value from their IT investments. Rewarding IBM Business Partners for selling IBM hardware and IBM software together and providing incentives for solution based selling will accelerate the design, development and deployment of key business solutions, addressing the needs of clients faster as well as enabling IBM with its Business Partners reach new markets and exploit new business models.

The solutions predefined as part of the Solution Accelerator Bonus Incentive are aligned to the top business needs of our clients.

**Base Incentive**  
Channel reward for selling eligible IBM hardware products and eligible IBM software products together.

- Eligible software products (160KB)
- Eligible hardware products (156KB)

**Bonus Incentive**  
Additional channel reward for selling predefined solutions. Additional reward applies to the eligible software content of the solution.

**IBM Solutions**

- IBM Solutions (368KB)

**Get started**  
Contact your Distributor to learn more and take advantage of the Solution Accelerator Incentive.

**Resources**

- IBM Solution Accelerator Incentive Summary (425KB)
- IBM Solution Accelerator Incentive Summary (MP3, 4.28MB)
- IBM Solution Accelerator Incentive Operational Guidance (220KB)
- Frequently Asked Questions (220KB)

**Membership**

- Join PartnerWorld
- Member sign in
- Need assistance?
- Find Business Partners

**We're here to help**

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- PartnerWorld website feedback

Check frequently for  
New Products &  
New Solutions

[www.ibm.com/partnerworld/solutionaccelerator](http://www.ibm.com/partnerworld/solutionaccelerator)

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