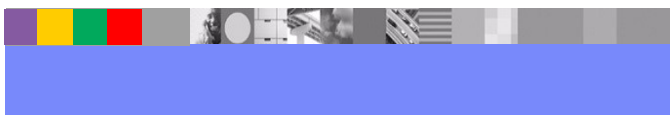




Software Group Channels



Software Value Incentive

Business Partner Operations Guide

Americas Copy

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Version 2.2

This guide and updated versions will be posted on the IBM PartnerWorld website. Please check the PartnerWorld website: <http://www.ibm.com/partnerworld/softwarevalueincentive>, for the most current version of this guide.

SIGNIFICANT CHANGES IN THIS VERSION OF THE OPERATIONS GUIDE.....	4
PREFACE	4
OVERVIEW	6
RELATIONSHIPS WITH OTHER PROGRAMS.....	8
SVI AND VALUE ADVANTAGE PLUS.....	8
SVI AND IBM SOFTWARE VALUENET.....	8
SOFTWARE VALUE INCENTIVE PARTICIPATION REQUIREMENTS	10
SOFTWARE VALUE INCENTIVE ENROLLMENT AND PARTICIPATION APPROVAL	11
1. BECOME AN IBM PARTNERWORLD BUSINESS PARTNER.....	11
2. MEET SVI CERTIFICATION REQUIREMENTS OR BE APPROVED FOR ONE OR MORE SOFTWARE VALUENET PORTFOLIOS PARTICIPATING IN SVI.	11
3. ACCEPT THE SVI TERMS AND CONDITIONS AND SUBMIT THE SVI ENROLLMENT FORM	13
4. RECEIVE NOTIFICATION FROM IBM OF APPROVAL OR DENIAL.....	15
5. ENABLE USERS IN THE IBM GLOBAL PARTNER PORTAL SYSTEM.....	16
6. BEGIN ENTERING OPPORTUNITIES.....	16
7. MEET SVI BRAND CERTIFICATION REQUIREMENT.....	16
SOFTWARE VALUE INCENTIVE DEFINITIONS.....	18
MUTUALLY EXCLUSIVE PROGRAMS AND OFFERINGS.....	18
ELIGIBLE END-USERS	18
GENERAL BUSINESS (GB) END-USER ACCOUNTS.....	18
ELIGIBLE PRODUCTS.....	19
ELIGIBLE TRANSACTIONS	20
TRANSACTION VALUE	20
VALIDATED OPPORTUNITY	20
ELIGIBLE OPPORTUNITIES	22
ELIGIBLE SALES DOCUMENTATION	23
<i>What constitutes verifiable sales documentation?</i>	23
<i>Special Situations</i>	24
<i>Examples of Documentation</i>	25
GLOBAL PARTNER PORTAL ACTIVATION AND USER REGISTRATION	27
ACCESSING GLOBAL PARTNER PORTAL	28
HOW TO ACCESS THE GLOBAL PARTNER PORTAL TRAINING PAGES	29
OPPORTUNITY PROGRESSION AND SVI QUALIFICATION.....	29
1. BUSINESS PARTNER CREATES AND SAVES A DRAFT OPPORTUNITY.....	31
<i>SVI Identify and Sell incentives</i>	31
<i>Business Partners working with IBM.COM for Opportunity Identification</i>	31
CREATING AN OPPORTUNITY	32
<i>Selecting Restrictions for an Opportunity</i>	33
FINDING OR CREATING AN ACCOUNT WITHIN THE OPPORTUNITY	33
ADDING A REVENUE RECORD WITH THE BRAND FAMILY TO AN OPPORTUNITY.....	34
ADDING CONTACTS TO AN OPPORTUNITY	36
ADDING SALES TEAM MEMBERS.....	36
ATTACHING DOCUMENTS	37
2. SUBMITTING AN OPPORTUNITY FOR SVI ELIGIBILITY	38
3. IBM DETERMINES IF OPPORTUNITY IS ELIGIBLE FOR SVI.....	39
4. BUSINESS PARTNER COMPLETES THE SALES PROCESS	43
UPDATING A PREVIOUSLY SUBMITTED OPPORTUNITY	43
REQUESTING AN EXTENSION	43
5. CLOSING THE OPPORTUNITY AND SUBMITTING FOR SVI PAYMENT.....	46

6. IBM EVALUATES OPPORTUNITIES SUBMITTED FOR SVI PAYMENT REQUEST	48
7. IBM DETERMINES IF THE PAYMENT RECORD IS ELIGIBLE FOR PAYMENT AND CALCULATES SVI FEES	51
PAYMENT PROCESSING STATUS CODES AND OVERALL SVI STATUS CODES FOR PAYMENT INFORMATION	53
8. IBM ACCOUNTS PAYABLE MAKES PAYMENT TO THE BUSINESS PARTNER.....	56
FEE PAYMENTS	56
<i>General</i>	56
<i>Fee Schedule</i>	56
<i>Payment Processes</i>	56
EFT PROCESS.....	56
<i>Payment Inquiries</i>	60
<i>Payment Schedule</i>	60
<i>SVI Fee Payment Adjustments</i>	61
AUDIT	61
TERMINATION.....	61
<i>Termination and removal from SVI due to a Business Partner lacking the required enrollment certifications</i> 62	
RETAINING RECORDS.....	64
CONTACTS	64
<i>Business Partner Contacts</i>	64
<i>IBM Contacts</i>	64
<i>Escalation Process</i>	66
APPENDICES.....	67
APPENDIX A – MINIMUM ORDER THRESHOLD AND CURRENCY FOR FEE PAYMENTS BY GEOGRAPHY/COUNTRY ...	67
APPENDIX B – SOFTWARE VALUE INCENTIVE FEE SCHEDULE AND PAYMENT EXAMPLES	68
<i>Examples of a Software Value Incentive Fee Calculation</i>	68
APPENDIX C – MAILING ADDRESS FOR PAPER COPY TERMS AND CONDITIONS	74
APPENDIX D – COUNTRIES REQUIRING A PAPER COPY CONTRACT SIGNATURE	75
APPENDIX E – CHANGES TO THE PREFERRED DISTRIBUTOR	75
APPENDIX F – ENROLLING IN SOFTWARE VALUE INCENTIVE	76
APPENDIX G – SVI STATUS CODES	78
APPENDIX H – SALES DOCUMENTATION DESCRIPTIONS.....	79
APPENDIX I – BANT TEMPLATE.....	82
<i>Budget Authority Need Timeframe (BANT) Criteria Template v3.4</i>	82
<i>BANT information Examples</i>	84
APPENDIX J – BUSINESS PARTNER CLAIM SUBMISSION CHECKLIST	86
APPENDIX K – SVI BUSINESS RULES FOR SOFTWARE VALUENET BY PORTFOLIO.....	87
<i>IBM Cognos Portfolio</i>	87
<i>IBM Optim Portfolio</i>	88
<i>IBM InfoSphere Portfolio</i>	89
<i>IBM FileNet Portfolio</i>	90

Significant changes in this version of the Operations Guide

V2.2

- Added business rules for the Software ValueNet FileNet portfolio in Appendix titled *SVI Business Rules for Software ValueNet by Portfolio – IBM FileNet Portfolio*.
- Made some updates to Cognos, Optim and InfoSphere portfolio business rules in Appendix titled *SVI Business Rules for Software ValueNet by Portfolio*.
- Included url addresses in addition to hotlinks so they can be copied and pasted into an internet browser if necessary.

Preface

Software Value Incentive (SVI) is an IBM initiative designed to reward Business Partners for the value that they contribute in each of the various stages of a sale. Software Value Incentive was created to build the most value-oriented Business Partner ecosystem in the marketplace, which is highly committed to IBM software technology and leveraged everyday for significant mutual share, revenue and profit growth. This initiative was designed to allow Business Partners to be recognized and earn financial rewards based on their performance in the opportunity identification, sale and/or fulfillment steps of the sales cycle.

Overview

Software Value Incentive (SVI) recognizes Business Partners for their performance in the opportunity identification and sell steps of the sales cycle.

Software Value Incentive leverages an opportunity registration system, Global Partner Portal, that allows Business Partners to identify and progress to closure new opportunities for IBM software technology. SVI has two elements:

- An opportunity identification incentive (Identify incentive fee) for identifying and qualifying new customer opportunities for IBM Software Group (SWG) products.
- A sell incentive (Sell incentive fee) for developing and delivering compelling value propositions proofs of concept, etc. that result in customers selecting IBM SWG products.

Each element has two components:

- A base fee for all eligible transactions
- A premium fee for transactions sold to end users that are designated by IBM as general businesses (GB Accounts).

Incentive fees are paid directly to the Business Partner.

The first Business Partner to register and submit a validated opportunity to IBM for SVI eligibility determination, where the opportunity was not previously registered by IBM, will be eligible to receive the SVI Identify and Sell incentive fees for this opportunity. If IBM had previously registered the opportunity then the first Business Partner that submits a validated registered opportunity for SVI eligibility determination, where the Business Partner is either assigned the opportunity by IBM or is listed as a 'sales resource' for the opportunity by IBM, will be eligible to receive the SVI Sell incentive fee but not the Identify Incentive fee. To be approved and receive any Identify and or Sell fee payment:

- Business Partners must demonstrate active selling engagement with the customer for the IBM products by providing supporting documentation that shows their activities that contributed to the customer's decision.
- The customer must complete the acquisition of the products.

SVI fees are earned independently of how the transaction is fulfilled.

Eligible opportunities will be considered eligible for incentive fees for 270 calendar days (approximately nine months) from the date they are submitted for SVI Eligibility

On or before the Expiration Date, the opportunity must be closed as Won in the opportunity registration system (Global Partner Portal) and the Business Partner must submit the opportunity to IBM for SVI payment request. If the opportunity is submitted for SVI payment request after the Expiration Date, it is ineligible for SVI fees.

Software Value Incentive allows Business Partners to earn incentives in addition to their compensation from fulfillment or logistics services value add. Business Partners who are investing time in developing solutions that include selected IBM middleware can invest their sales time with the confidence that they will earn incentives when the customer acquires the IBM products.

If the Business Partner requests assistance, additional IBM resources may be assigned to help close or expand the opportunity.

The SVI Identify and Sell fees can be complementary with certain other IBM offerings, such as Value Advantage Plus. However, they are mutually exclusive with other IBM software programs and offerings. Refer to the topic 'Mutually Exclusive Programs and Offerings' in the **SVI Definitions** section for further details.

Relationships with other Programs

SVI and Value Advantage Plus

Value Advantage Plus is an IBM initiative designed to financially reward Business Partners who deliver solutions through applications and services. If these solutions are built to operate on IBM Software, they may be approved and qualify for financial incentives for the specific IBM software when it is sold by the Business Partner as part of their solution. For more information, visit the PartnerWorld® Value Advantage Plus pages at <http://www.ibm.com/partnerworld/valueadvantageplus> Business Partners are encouraged to participate in both SVI and the Value Advantage Plus initiative.

- Business Partners are not eligible to receive both Value Advantage Plus rewards and the SVI Sell incentive fee for the same product sale. They can be eligible for Value Advantage Plus rewards and the SVI Identify incentive fee if they meet the SVI eligibility submission rules for Identify and Sell fees and are approved for SVI fee payments.

<p>Note: In these instances, where the Business Partner has been approved for SVI Identify and Sell eligibility and they <u>also</u> fulfill the opportunity with the sale of their authorized Value Advantage Plus solution, they are not required to submit eligible sales documentation in order to receive the SVI Identify fee payment. This documentation requirement is waived only for the Value Advantage Plus portion of the sale. If the sale also includes non-Value Advantage Plus content that is being claimed for SVI fees, then normal SVI sales documentation rules apply for the non-Value Advantage Plus products.</p>

- If one Business Partner identifies and sells an opportunity, and the opportunity is fulfilled with the installation of a Value Advantage Plus solution by a second Business Partner, the identifying Business Partner is eligible for both the SVI Identify and Sell incentives and must provide sales documentation to demonstrate that they influenced the end customer's decision to make the purchase in order to receive SVI fees.
- Solutions can contain Value Advantage Plus and non-Value Advantage Plus eligible products. For these solutions, the non-Value Advantage Plus eligible products are eligible for both SVI Identify and Sell Incentives and normal SVI sales documentation rules apply.
- The Value Advantage Plus rebate is paid through the Business Partner's preferred distributor and eligible SVI fees are paid directly to the Business Partner by IBM.

SVI and IBM Software ValueNet

IBM Software ValueNet is a Business Partner program that provides unique relationships with IBM Business Partners, and is designed to reward Business Partners who invest in skills and high value solutions based on designated IBM software. IBM software products announced as participating in the IBM Software ValueNet program may only be sold by IBM Business Partners approved under the IBM Software ValueNet program. Business Partners must meet program and portfolio requirements and be formally approved through the IBM Software ValueNet application process. This provides the business segment the opportunity to review the sales and technical capability of each Business Partner candidate. Access to product support, web content, sales enablement and software downloads is restricted to authorized Business Partners. Resale will be via a two-tier distribution model for channel sales and Software ValueNet Business Partners will build upon Passport Advantage offerings for end-users. For

further information on Software ValueNet, please refer to the PartnerWorld® Software ValueNet pages at <http://www.ibm.com/partnerworld/swvaluenet>.

Software ValueNet Business Partners that are approved for one or more Software ValueNet portfolios participating in SVI may enroll in SVI. They may register opportunities for products in the portfolios in which they are authorized plus any other IBM Software Brands in which they have a current software technical IBM Professional Certification or Technical Sales Mastery at the time the opportunity is registered.

For further information on the SVI eligibility business rules for Software ValueNet portfolios, see the Appendix titled *SVI Business Rules for Software ValueNet by Portfolio*.

Software Value Incentive Participation Requirements

To participate in Software Value Incentive, Business Partners must meet the following criteria:

- Be an approved member in IBM PartnerWorld, at any level
- Have three (3) or more current software IBM Professional Certifications or pass three (3) or more current software Technical Sales Mastery tests, or combinations thereof. At least two (2) certifications must be Technical certifications or two (2) Technical Sales Mastery tests must have a passing score.

OR

Have an effective Software ValueNet Agreement for one or more Software ValueNet portfolios participating in SVI

- Have access to the Internet
- Agree to the SVI Terms and Conditions, submit the SVI enrollment form and be approved by IBM for SVI participation

Notes:

- To be eligible for SVI fees for a specific eligible product, the Business Partner must have a current Technical software IBM Professional Certification or a Technical Sales Mastery for the IBM Software brand or be approved for the Software ValueNet Portfolio of that product at the time the opportunity is submitted for SVI eligibility determination.
- Approved SVI enrollments will be re-evaluated every January to determine if the Business Partner meets the certification requirements. If the certification requirements are not met on January 1, the Business Partner's participation in SVI will be terminated until the certification and all other SVI participation requirements are met. When the SVI participation requirements are met, the Business Partner must contact IBM via email to request re-enrollment in SVI.

Software Value Incentive Enrollment and Participation Approval

To be approved to participate in the Software Value Incentive a Business Partner must perform the following steps:

1. Become an IBM PartnerWorld Business Partner
2. Meet SVI Certification Requirements or be approved for one or more Software ValueNet portfolios participating in SVI
3. Accept the Software Value Incentive Terms and Conditions and Submit the SVI Enrollment Form
4. Receive Notification from IBM of Approval or Denial
5. Enable Users in the IBM Global Partner Portal system
6. Create and Progress Opportunities
7. Meet SVI Brand Certification Requirement

1. Become an IBM PartnerWorld Business Partner

To participate in SVI, a Business Partner must be an approved IBM PartnerWorld Business Partner in good standing at the Member level or higher on the day their SVI Enrollment Form is submitted to IBM. If your firm does business and has a legal presence in multiple countries, then you must have a PartnerWorld® membership in each country.

2. Meet SVI Certification Requirements or be approved for one or more Software ValueNet portfolios participating in SVI.

The employees of the Business Partner country enterprise, combined, must have at least three current software IBM Professional Certifications, of which two must be technical certifications or Technical Sales Masteries, on the day IBM evaluates the Business Partner's SVI enrollment. Alternatively, Business Partners who have been approved for one or more Software ValueNet portfolios participating in SVI are eligible to enroll in SVI without having to meet the enrollment certification requirement.

The following certification guidelines apply for SVI Enrollment:

- Only certifications in the five power brands are counted; WebSphere, Tivoli, Lotus, Information Management and Rational.
- Enrollment certifications will be reviewed once a year in January. If a Business Partner loses an employee during the year or if a certification is sunset and the Business Partner falls below the three required certifications, they will have until January of the following year to replace them.
- Throughout the year as Business Partners enroll in SVI, certifications will be checked at enrollment time and then again the following January.
- The PartnerWorld requirement that only two certifications per person will be counted is waived for SVI. One person in the Business Partner company may hold all three certifications required for SVI enrollment.
- The certifications do not have to be unique, i.e. three people in the Business Partner company may have the same certification.
- An employee can only have their certifications counted in one Business Partner company profile. Having duplicate enrollments is cause for termination from Software Value Incentive.
- Certifications are required by Business Partner by country.

<p>Note: Business Partners approved for SVI will have their enrollment certifications and/or IBM Software ValueNet program participation status reviewed every January. If the</p>

Business Partner is lacking the required enrollment criteria, they will be terminated from SVI. For further details, refer to the section titled **Termination**.

Acceptable software technical and sales certifications are those under one of the following headings listed in the **Eligible Skills Table for Advanced and Premier Level Attainment** in the IBM PartnerWorld website.

Eligible Skills Table for Advanced and Premier Level Attainment
IBM WebSphere
IBM Information Management
IBM Rational
IBM Tivoli Software
IBM Lotus

To find the list of acceptable certifications for SVI in IBM PartnerWorld:

- Access [IBM PartnerWorld](#) and sign in.
- Click **Training and Certification in the IBM PartnerWorld** home page.
- Click **Certification**.
- Click the **Requirements** tab.
- Click **Eligible Skills for Advanced and Premier Membership Attainment**.
- Scroll down and find **Eligible Skills Table for Advanced and Premier Level Attainment**. A table is displayed that shows which skills are technical skills and which are sales skills.
- Business Partners can visit the [Technical Sales Mastery Tests](#) web page for further details on Technical Sales Masteries.

If Business Partners have a question about their current level of certifications, they can:

- Log on to their **Partner Profile** in the Partner Profiling System.
- Go to their **Country Enterprise** record.
- Click on **PartnerWorld level Summary**.
- Click on **Click here to see how skills are counted towards level attainment**.
- Click on **View Skills Summary report for all employees for all locations within the enterprise**.
- Find the **Counts toward Premier/Advanced Level** column.
- Scan the column for sales or technical software certifications.

The Business Partner can also contact [PartnerWorld Contact Services](#) for instructions for reviewing their certifications.

3. Accept the SVI Terms and Conditions and Submit the SVI Enrollment Form

Only the Business Partner's Authorized Profile Administrator (APA) can accept the SVI Terms and Conditions and submit the SVI Enrollment Form. To submit the SVI enrollment form:

- Sign in to your PartnerWorld® [Profile](#) (<http://www.ibm.com/partnerworld/partnertools>); the PartnerWorld® Profile Page is displayed with the list of profiles which the APA is authorized to update.
- Select the appropriate Country Enterprise Profile in which you wish to enroll in SVI.
- On the Country Enterprise Page, select **Benefits and Relationships** from the left navigation pane.
- On the Benefits and Relationships page, click the hyperlink for **Software Value Incentive**.
- On the Software Value Incentive Page, select the profile in which you wish to enroll. The Software Value Incentive Agreement is displayed

Note: SVI Enrollments are tied to the PartnerWorld® country enterprise id, so Business Partners must submit an SVI Enrollment Form for each country in which they will register SVI opportunities. IBM approves only one SVI enrollment per Business Partner company per country.

For further information, refer to the Appendix titled *Enrolling in Software Value Incentive*. If Business Partners have questions about updating their PartnerWorld Profile, they can contact [PartnerWorld Contact Services](#).

SVI Terms and Conditions – Electronic Access and Acceptance

After Business Partners click the **Software Value Incentive** link they can review and accept the IBM PartnerWorld Agreement – International Software Value Incentive Offering Attachment (Software Value Incentive Terms and Conditions). The Software Value Incentive Terms and Conditions document is an attachment to the IBM PartnerWorld Agreement – International.

After reading the terms and conditions the Business Partner clicks **I Agree** to accept the Software Value Incentive Terms and Conditions. The individual from the Business Partner company who agrees to the terms and conditions must have the authority to make commitments on behalf of that Business Partner company. This person is usually an officer, senior manager, or executive of the company.

All Business Partners will be required to electronically agree to and accept the SVI terms and conditions regardless of whether or not a paper copy of the terms and conditions is required in their country.

The Business Partner can also access the Software Value Incentive – Business Partner Operations Guide. The operations guide and other program information and education related to SVI can be accessed through the General Software Value Incentive Information Pages in the PartnerWorld website at <http://www.ibm.com/partnerworld/softwarevalueincentive>. Business Partners do not have to be enrolled in Software Value Incentive in order to access this information.

The Business Partner can read the SVI terms and conditions and the other documents online or download them for printing. If Business Partners have questions about how to access the SVI documents, they can contact [PartnerWorld Contact Services](#).

After Business Partners agree to the SVI terms and conditions they must complete and submit the SVI Enrollment Form.

Notes

- IBM will not accept requests for amendments to the SVI terms and conditions.
- If IBM makes changes to the SVI terms and conditions, the changes will be communicated to Business Partners by written communication. If Business Partners do not agree to the changes, they will be terminated from SVI.
- Business Partners can review the current version of the SVI terms and conditions document by accessing the PartnerWorld® SVI pages at <https://www.ibm.com/partnerworld/softwarevalueincentive> and clicking on the **Agreement** tab.

SVI Terms and Conditions – Paper Copy Acceptance

When the Business Partner is in a country that requires a paper copy of the terms and conditions, they must complete the following tasks:

1. Print two copies of the SVI terms and conditions.
2. Ask an authorized person from their company to sign both copies.
3. Mail the signed copies of the SVI terms and conditions to the designated address provided in the contact list specified in the Appendix titled *Mailing Address for Terms and Conditions*.
4. IBM will return one signed copy to the Business Partner's Primary Relationship Contact as defined in their headquarters location in their PartnerWorld profile.
5. The IBM contact, defined in the Contacts section of this guide will furnish a soft copy of the IBM and partner signed terms and conditions to the US SVI Admin team by sending it to the SVIAG@us.ibm.com
6. Once the acceptance of the hard copy terms and conditions have been verified, the SVI Admin team will continue with the enrollment process per the stipulated process.

Note: Paper Copy terms and conditions are required in ALL Latin America countries participating in the Software Value Incentive program. They are not required in the United States, Puerto Rico, or Canada.

SVI Enrollment Form

After accepting the Software Value Incentive Terms and Conditions, Business Partners are also required to complete the Software Value Incentive Enrollment Form which is immediately presented after electronic acceptance of terms and conditions.

Business Partners that are **not** participating in Value Advantage Plus must complete the preferred distributor field in the enrollment form:

- a. Select a **preferred distributor** from the list of valid Value Added Distributors (VADs) for the country.

The following conditions apply:

- Business Partners that fulfill orders but are not authorized to submit purchase orders directly to IBM (Tier 2 Resellers) are eligible for SVI fees only when they process the purchase order through their preferred distributor.

- Tier 2 Resellers may select IBM.COM as their preferred distributor, however if they fulfill transactions without selecting a preferred distributor, they are not eligible for SVI fee payments on those sales orders.
- Business Partners who fulfill and are authorized to submit purchase orders directly to IBM (Tier 1 Resellers) should select IBM.COM and process the purchase order directly with IBM.
- Business Partners that will not fulfill IBM middleware should select IBM.COM.
- Software ValueNet Business Partners must select the same preferred distributor as approved for the Software ValueNet program.
- The selection of a preferred distributor does not in any way restrict the Business Partner from continuing to transact with any IBM Distributor for Workstation Software. However, all transactions made through other IBM Distributors not chosen by the Business Partner as their preferred distributor will not be eligible for Software Value Incentive fees.

b. After a preferred distributor is selected, click **Save**.

Note: Business Partners that are participating in Value Advantage Plus will have their preferred distributor for SVI set to the same preferred distributor that they selected for Value Advantage Plus. To change their preferred distributor and to comply with the Value Advantage Plus business rules, they must return to the Value Advantage Plus application and change their preferred distributor. To complete the SVI Enrollment Form and submit it to IBM for review click **Save**.

For additional information, refer to the Appendix titled *Changing your preferred distributor*.

The enrollment form is automatically sent to the IBM SVI operations team for review. The confirmation number, which is displayed after the Business Partner clicks **Save** is the only confirmation that they submitted an SVI Enrollment Form; therefore, they should print a copy for their records. If the change request is lost, the Business Partner should contact [PartnerWorld Contact Services](#)

4. Receive Notification from IBM of Approval or Denial

The Business Partner's APA who completed the SVI enrollment form and the Business Partner's Primary Relationship Contact, which is defined in their HQ Location Record, receives an e-mail that notifies the Business Partner of their SVI participation acceptance or denial. If accepted, the e-mail notification includes the date of their SVI acceptance. The reasons why an enrollment may not be approved include:

- Business Partner does not have the required software IBM Professional Certifications.
- Business Partner is a member or participant in a mutually exclusive program. For more information, see the topic 'Mutually Exclusive Programs and Offerings' in the **SVI Definitions** section.

After receiving SVI approval from IBM, the Business Partner's APA that submitted the SVI Enrollment Form receives a second e-mail notification from IBM with access instructions for the IBM Global Partner Portal system. This takes place after IBM completes the Business Partner's initial set-up in Global Partner Portal.

- If the Business Partner is new to both SVI and Global Partner Portal, the Business Partner's APA receives notification from the IBM GPP administrator stating that they are the Business Partner GPP Administrator for their company and instructing them to set up Global Partner Portal user profiles for other employees in their company.

- If the Business Partner is new to SVI but already has access to Global Partner Portal, the Business Partner's APA is notified that their company is enrolled in SVI and is instructed to update their GPP user profiles so the employees of their company can use GPP to access SVI.

5. Enable Users in the IBM Global Partner Portal System

For Business Partners new to Global Partner Portal, IBM creates a Business Partner Organization profile in Global Partner Portal for the Business Partner firm and creates the initial Business Partner GPP Administrator for this Business Partner company. After the Business Partner organization is set up and the initial user (GPP Administrator) is notified, the Business Partner GPP Administrator should refer to the *Business Partner GPP Administrative Guide* about how to set-up additional users and define what functions they can perform and the data they can access. This guide can be accessed via the PartnerWorld® SVI Page (<http://www.ibm.com/partnerworld/softwarevalueincentive>) under the **Learn** tab. On Global Partner Portal education page, select a language and select a role (Admin). The guide and other helpful information can be found under 'Administrator Tasks'.

6. Begin Entering Opportunities

After the enablement steps above are completed, Business Partners may access Global Partner Portal (via the link supplied to them in their Global Partner Portal acceptance email) and begin entering opportunities.

See the section titled '**Business Partner Creates and Saves an Opportunity**', the GPP online help, or the Software Value Incentive Quick Reference Card for additional details.

7. Meet SVI Brand Certification Requirement

To be eligible for SVI incentive fees for a product in a transaction, Business Partners must have at least one accepted and current software technical IBM Professional Certification in the software brand of the product at the time the opportunity is registered. Software ValueNet Business Partners may register opportunities for products in the portfolios participating in SVI in which they are authorized. They may also register opportunities for non-Software ValueNet portfolio products when they have a current software technical IBM Professional Certification or Technical Sales Mastery in the brand to which the product belongs. This certification must be in place at the time the opportunity is registered.

While SVI opportunities are registered at the Brand Family level, the software technical certification is only required at the brand level.

- Only certifications in the five power brands are counted; WebSphere, Tivoli, Lotus, Information Management and Rational. The technical certifications used for enrollment can also be used to register an opportunity in that brand.

Example:

Enrolled with 3 technical certifications for Lotus, then Business Partner may register opportunities for Lotus. No additional certifications required.

Enrolled with 3 technical certifications for Lotus. Business Partner would like to register an opportunity for Tivoli, then 1 additional technical certification in Tivoli is required.

- If a Business Partner loses the brand technical certification, then future SVI opportunities for that brand will not be able to be registered. The brand certifications are validated every time an opportunity is registered, unlike enrollment certifications which are reviewed only once a year in January.

- The PartnerWorld requirement that only two certifications per person will be counted is waived for SVI. One person in the Business Partner company may hold all five technical certifications required for SVI fee payments on products in the five power brands.
- The certifications do not have to be unique, i.e. more than one person in the Business Partner company may hold the same certification.
- An employee can only have their certifications counted in one Business Partner company profile. Having duplicate enrollments is cause for termination from Software Value Incentive.
- Certifications are required by Business Partner by country.

Note: For Software ValueNet Business Partners, the Software ValueNet portfolio(s) for which they are approved will be reflected in the certification record in their Global Partner Portal company profile as other IBM Brands are today. For example, a Software ValueNet Business Partner authorized for the IBM Cognos portfolio will be 'certified' for the Cognos 'Brand' in Global Partner Portal and can register opportunities for brand families that roll up to Cognos. If this Business Partner also wishes to register opportunities for non-Software ValueNet products in the Lotus brand, they would also need a Technical Certification or Technical Sales Mastery in Lotus in order to do so.

To review the list of acceptable software technical and sales certifications, Business Partners can do the following:

1. Go to [IBM PartnerWorld® home page](#) and sign in
2. Choose "Training and Certification" from the left sidebar
3. Choose "Certification"
4. Choose the "Requirements" tab
5. Choose "Eligible skills for advanced and premier membership attainment" option.
6. Scroll down on the resulting screen until you reach the section headed "Eligible Skills Table for Advanced and Premier level attainment".
7. Review the skills under WebSphere, Tivoli, Lotus, Information Management and Rational

Software Value Incentive Definitions

Mutually Exclusive Programs and Offerings

Business Partners are not eligible to receive fee payments for the same value-add under more than one program. The following IBM programs and offerings are mutually exclusive with SVI:

- Global Systems Integrator Alliance Agreements (local country contracts)
- IBM Business Partner Agreement - Distributor Attachment for Workstation Software

If any part of the Business Partner's Enterprise is participating in any of these programs or offerings, the Business Partner is not eligible for Software Value Incentive.

When Business Partners are participating in one of these mutually exclusive programs or offerings and they have already been approved to participate in SVI, they must notify the IBM in an e-mail to the contact point for their country as listed in the section titled **Contacts**. Failure to notify IBM of participation in any mutually exclusive programs may result in termination from Software Value Incentive.

Eligible end-users

Eligible End Users include anyone in the country for which the Business Partner has been SVI approved, who is not part of the Business Partner's enterprise and who is acquiring products for their own use and not for resale.

The following exclusions apply:

- Public Sector End Users as defined in the IBM PartnerWorld Agreement – International Software Value Incentive Attachment are ineligible End Users.
- IBM Corporation or any entity which IBM owns more than 50% is an ineligible End User for SVI.
- Business Partners that acquire licenses via the IBM International Passport Advantage Agreement - Attachment for Service Providers (xSP) for their own use to enable information technology services (e.g., web hosting services) to third party customer end users outside their own Enterprise are not eligible to receive SVI fees for these licenses.

However, if a Business Partner (A) sells licenses to another Business Partner (B) who acquires the licenses via an Attachment for Service Providers for their own use to enable information technology services to third party customer end users, Business Partner A would be eligible for SVI fees for these licenses provided all other SVI criteria are met.

Note: If a confirmed account is determined at the time of SVI fee payment to be an **End User** that is a Public Sector end user as defined in the Software Value Incentive Attachment, the fee payment is denied even though IBM issued eligibility confirmation. Any SVI fees payments made in error will be recovered.

Public Sector accounts, as defined in the Software Value Incentive Attachment are still eligible to receive fulfillment rebates and Value Advantage Plus rebates, but due to country laws, sales to these end users are not eligible for SVI Identify and Sell Incentive fee payments.

General Business (GB) end-user accounts

The premium SVI incentive fees are paid for Eligible End Users that IBM designates as general business (GB).

8. SVI-approved Business Partners can inquire if an End User is GB designated. They must submit their request to LETAP@US.IBM.COM or BSCHNIED@US.IBM.COM and IBM will provide confirmation to the Business Partner whether an End User is GB designated. If the end-user is not an existing IBM software customer, IBM cannot determine GB designation.

Eligible Products

Eligible Products are those products listed in the SVI Eligible Part Number list which are announced and generally available for sale in the country of the end user. They are products ordered under the Passport Advantage program, either Passport Advantage or Passport Advantage Express, and that IBM has designated as 'New License' part numbers. Any exceptions will be listed in the Software Value Incentive Eligible Part Number List under 'Other Products'. Products ordered under Flexible Contract Terms (FCT) are not eligible for SVI fees. Some Eligible Products are only available to Business Partners that have been authorized for the products. The SVI Eligible Part Number List will indicate which part numbers require authorization for the Business Partner to be eligible to receive SVI fees.

New License part numbers are part numbers in the IBM Distributed Software Price Book with the following Part Type:

- License + SW Subscription & Support
- Trade up License + SW Subscription & Support
- Initial Fixed Term License + SW Subscription & Support - with the exclusion of any part numbers that are billed monthly
- Initial Fixed Term Use - with the exclusion of any part numbers that are billed monthly
- Initial Software as a Service (SaaS) - with the exclusion of any part numbers that are billed monthly
- Trade Up Software as a Service (SaaS) - with the exclusion of any part numbers that are billed monthly

New License part numbers do not include:

- SW Subscription & Support Renewal
- SW Subscription & Support Reinstatement
- Media and Documentation
- Courseware and Education Materials
- Services
- Subsequent Fixed Term License Subscription & Support
- Subsequent Fixed Term Use
- Subsequent Software as a Service (SaaS)
- Shrink-wrap Software

The list of the Eligible New License part numbers and their associated brand families is posted in the [Global Partner Portal Online help](#).

Important Note: Some products have a Dual Pipe distribution method; that is, they can be ordered via either Passport Advantage or Entitled Software (ESW). These Dual Pipe products fulfilled via ESW or any other vehicle other than Passport Advantage will NOT be eligible for SVI fees.

For example:

IBM TotalStorage Storage Area Network (SAN) Volume Controller Software Terabyte (1-12) License + SW Subscription & Support 12 Months can be ordered two different ways:

- a.) Via ESW as Program Identification (PID) Number 5639-VC3 Feature Code 3725
- b.) Via Passport Advantage as Part Number D5579LL

An order for this product placed via AAS (5639-VC3 Feature Code 3725) would NOT be eligible for SVI Fees.

Eligible transactions

Eligible Transactions are transactions to Eligible End Users for Eligible Products that are fulfilled under the IBM Passport Advantage program. Any exceptions will be listed in the SVI Eligible Part Number List under 'Other Products'.

Transactions that are fulfilled through an IBM OEM Software Agreement are not eligible for SVI incentive fees.

When fulfilling Business Partners are Tier 2 Resellers, only the transactions processed through their preferred distributor are eligible for SVI fees.

For transactions including Software ValueNet portfolio products, refer to the Appendix titled *SVI Business Rules for Software ValueNet by Portfolio* for the eligibility specifics.

Factors that determine SVI fee payment eligibility for some or all of the revenue from an Eligible Transaction include:

- Matching to a qualifying opportunity.
- Meeting all the payment business rules.

Transaction Value

Transaction Value is the dollar amount used to calculate the SVI fee payment. The Transaction Value is an approximated suggested volume price, approximated suggested retail price or approximated special bid price, as applicable, for the Eligible Product included in the sales order line item. IBM sets this approximated dollar amount.

Validated Opportunity

Only **validated** opportunities will be accepted for SVI eligibility, therefore, Business Partners should submit only validated opportunities that they believe meet the SVI Identification and Sell performance requirements.

A validated opportunity includes the following information:

- **Account** information - Company name, address, phone, email
- Decision Maker's **Contact** information - Name, title, phone, email
- Software Opportunity **Description** - Project name
- Budget, Authority, Need, Timeframe (BANT) attachment.
 - Budget – Describe how/if/when budget has been or will be identified and approved for this project
 - Authority – Decision Makers and Influencers
 - Need – Description of the customers' business problem, and the key benefits of the proposed solution using IBM middleware that will be part of the solution.
 - Timeframe – critical dates in process, design date, decision date, purchase date, implementation dates

Please submit BANT form shown in the Appendix titled *BANT Template* as an attachment in the GPP opportunity record to describe each validated opportunity.

Notes:

- Seminar attendees, direct mail responses, business show attendees, etc. are **not** considered validated opportunities until they have been progressed to a validated sales stage and the above information can be provided.
- License compliance, Passport Advantage contract management and license fulfillment activities are **not** valid SVI solutions.

The following information must be provided within each Opportunity Description or BANT attachment. This information is critical as it will be reviewed to determine if the Business Partner has submitted a validated opportunity. The opportunity description is also an important component in IBM's search for duplicate opportunities. It should include:

- A Description of the customer's business problem:
 - "Problem statements" typically will contain phrases related to Concerns, Risks, and Performance and these typically focus on areas related to Costs, Profitability, Sales, Efficiency, and Employee/Customer Satisfaction etc.
 - "Impact of the problem" will typically be expressed as describing what is being impacted/affected, or what are the consequences/implications etc.
 - "Benefit statements" typically will contain phrases similar to: reduce costs, improve efficiency, increase security, increase reliability, comply with regulations, etc.
- A description of the suggested solution to the business problem that the Business Partner is recommending and where IBM middleware will be used.
- A statement whether the End User customer has budgeted funds approved for the project.
- The project's name.
- The 'Authority' topic of BANT is addressed with creating contacts in the Global Partner Portal application and linking them to the opportunity.
- The 'Timeframe' is the timeline of key decision milestones and decision criteria that will be used. This is also addressed, in part, via the 'Closing Date' field in the opportunity header section of the opportunity record.

See the Appendix titled BANT Template for acceptable and unacceptable examples.

Note: Opportunity records lacking adequate descriptions of an End User customer's BANT or descriptions of the customer's business problem and the recommended solution using IBM middleware will be rejected as incomplete. The opportunity status will be reset to 'Draft', and the Business Partner must resubmit the opportunity for SVI Eligibility when they have added the necessary information. In these cases, the original 'Submit Date for SVI Eligibility' is overwritten with the new date.

For more information on what is a validated opportunity, Business Partners can access Client Value Method reference material on the PartnerWorld® website to learn more about Sales Stage definitions. From the left navigation pane, click on Selling, Sales Training, then look for Client Value Method under Training Tools.

Eligible opportunities

- Opportunities must be submitted for SVI eligibility at least 15 calendar days before the IBM Sales Order Date for the products that resulted from the business opportunity.
 - IBM defines the Sales Order Date as the date on which a sales order is created within the IBM ordering system as the result of IBM's receipt of a purchase order, which has been issued to IBM in connection with an Eligible Transaction.
 - At quarter end, the order must be time stamped no later than midnight of the last day of the quarter and standard IBM accrual timelines will apply.
 - If the Business Partner forecasts a decision date (close date) less than 15 calendar days after the submit date, and the sales order date is within this time period, the Business Partner is ineligible for SVI incentive fees for the opportunity.
- Opportunities must be submitted for SVI payment request before the opportunity Expiration Date.
- Each opportunity can only be associated with one IBM sales order. If the opportunity is a long-term project and the licenses are ordered in phases, the Business Partner must create a separate opportunity or a child opportunity for each sales order.
- The sum of the line items in the sales order that are eligible for payment must be equal to or greater than the minimum order threshold for your country. If the Business Partner forecasts an opportunity with revenue equal to or greater than the minimum order threshold, and the sum of the eligible line items in the sales order is less than the minimum order threshold, the Business Partner is ineligible for SVI fees on the opportunity. (Refer to the Appendix titled *Minimum Order Thresholds by GEO/Country*.)
- Sales documentation must meet all criteria and must be attached to the opportunity prior to submission for payment request in order to be eligible for SVI fee payment.
- The Submit Date for SVI Payment Request has to be within 30 calendar days before the Sales Order Date or 60 calendar days after the Sales Order Date. If the Submit Date for SVI Payment Request is outside of this time frame, the opportunity is rejected and no SVI incentive fees are paid.
- When the Business Partner is fulfilling the opportunity, their preferred distributor must be used. In order to facilitate the Sales Order matching process and help to expedite the payment process, the Business Partner should also include the Global Partner Portal opportunity number on the purchase order to their preferred distributor and must also ask the preferred distributor to include the opportunity number in the distributor's purchase order

to IBM. Prior to submitting the opportunity for SVI Payment Request, the Business Partner should provide the IBM sales order number in the **Comments** field of the opportunity record and/or the Passport Advantage site number into the specific fields of the opportunity record.

- For opportunities that are not fulfilled by the registering SVI Business Partner, prior to submitting the opportunity for SVI Payment Request, the Business Partner should provide the IBM sales order number or the customer's Passport Advantage site number, if available. The Sales Order Number is entered in the **Comments** field of the opportunity record and the Passport Advantage information is entered into the specific fields of the opportunity record. This information ensures that IBM is able to process the SVI payment request as quickly as possible. If no sales order number is provided, IBM will search back 60 calendar days for the corresponding sales order. IBM will code the opportunity as **Sales Order Not Found**.

Eligible sales documentation

SVI is designed to pay fees to Business Partners who successfully register an opportunity for eligibility and can then document their role in the customer's decision to purchase IBM software. Eligible sales documentation must clearly show the Business Partners' involvement in the sales cycle and their actions that convinced the end-user customer to acquire the Eligible Products.

What constitutes verifiable sales documentation?

In order to receive SVI fees, the sales documentation presented to IBM by the Business Partner must include the following:

1. Shows that the Business Partner authored the documentation and clearly demonstrates the Business Partner recommended the Eligible Products or Brand Families and influenced the end-user customer's decision to purchase. (To demonstrate the Business Partner authored the documentation, it must have a Business Partner company logo, Business Partner company name, or other identification on the documentation.)
2. Evidence of two or more two way communications between the customer and Business Partner.
3. Reference to the Eligible Products or Brand Families and quantity or configuration of the products the Business Partner has recommended to the end-user customer.

Guidelines for documentation

- Individual pieces of documentation should contribute to requirements stated above, but there is no stipulation that each and/or every piece of documentation would meet all of these requirements.
- Eligible sales documentation must, in aggregate, provide proof points which clearly show Business Partners' involvement in the sales cycle and their actions that convinced the end-user customer to acquire the Eligible Products.
- All documents must be dated, either on the face of the document or in the body or context of the document, before the IBM sales order date for Eligible Products. This is the date when a sales order is created within the IBM ordering system as the result of IBM's receipt of a purchase order, which has been issued to IBM in connection with an Eligible Transaction.
- The documents submitted must clearly prove that the Business Partner recommended acquisition of Eligible Products that are part of the registered Brand Families to the end-user. Documentation that only names or references Eligible Products already in place or

already chosen by the end-user for this business solution does not qualify for SVI fee payments.

- Price quotes sent by the Business Partner to the end-user must be dated on or after the document(s) used as evidence for criteria #1. Price quotes can ONLY be used to satisfy criteria #3. A stand-alone, executed end-user price quote cannot be used for criteria #2 as evidence of two-way communication.

Note: Internal memos and notes, testimonials from IBM field sales or Business Partner employees, or other documentation that is not between the Business Partner and the end-user is not accepted for verification.

Special Situations

For Business Partners who worked jointly with IBM on an opportunity or services proposal (delivered by IBM or the Business Partner), where the Business Partner authored the documentation jointly with IBM, and the Business Partner was a sub-contractor to IBM, then the documentation submitted for SVI must be accompanied by a letter from the IBM contact attesting to the joint development of the documentation.

For Business Partners who worked jointly with another Business Partner on an opportunity or services proposal as in the scenario below, the following documentation rules apply:

Scenario: SVI Business Partner A registers an opportunity for SVI and is approved for Identify and Sell. Business Partner B is assisting Business Partner A in closing the opportunity in some role such as consultant, SI, ISV, etc.

We allow SVI Business Partner A to work an opportunity together with Business Partner B and submit sales documentation created by either firm under the following conditions:

- Business Partner A must be enrolled in and meet all the necessary certification requirements for SVI.
- Business Partner B must be enrolled in PartnerWorld®.
- The opportunity must be registered by Business Partner A and submitted for SVI eligibility in the country (or legal group) where the licenses will be purchased.
- If Business Partner B is not part of the same PartnerWorld® Worldwide Enterprise as Business Partner A, a two-way communication letter or e-mail note is required from Business Partner A and B confirming the relationship between the Business Partners on this opportunity. This letter is an additional attachment over and above documents submitted to satisfy the three criteria for Sales Documentation outlined above. If Business Partner A and Business Partner B are both in the same PartnerWorld® Worldwide Enterprise, then this relationship letter is not required.
- The relationship letter must be in place before the IBM Sales Order Date and attached to the opportunity record before SVI Business Partner A requests payment for the opportunity.
- At least one sales document required for SVI must be produced by SVI Business Partner A.
- Both Business Partners must participate in the sales effort on the opportunity and the sales documentation must be prepared for and communicated with the end-user customer in the country (or legal group) in which the opportunity is registered.
- IBM will not do any sharing of fees. If all other SVI rules are met, IBM will process payment to Business Partner A.

For Value Advantage Plus Business Partners who Identify, Sell and Fulfill an SVI opportunity, the following documentation rules apply: If a Value Advantage Plus Business Partner has been approved for SVI Identify and Sell eligibility on an opportunity and they also fulfill that opportunity with the sale of their authorized Value Advantage Plus solution, they are not required to submit eligible sales documentation in order to receive the SVI Identify fee payment. **Note:** This documentation requirement is waived only for the Value Advantage Plus portion of the sale. If the sale also includes non-Value Advantage Plus content that is being claimed for SVI fees, then normal SVI sales documentation rules apply for the non-Value Advantage Plus products. The Business Partner can indicate that the opportunity is a Value Advantage Plus transaction in the opportunity comments field prior to submitting the opportunity for payment request to facilitate processing. Please note that BANT documentation is still required at opportunity registration time according to standard process; it is only the proof of sales documentation requirement at payment request time that is waived. IBM reserves the right to request proof of sales documentation on transactions that contain both Value Advantage Plus and non-Value Advantage Plus content.

Confidentiality

Business Partners must submit sales documentation in order to receive SVI fees. In order to protect customer confidentiality, however, any reference to the price that the Business Partner is proposing or charging the end-user customer may be removed or hidden in the documents the Business Partner submits to IBM. In addition, the Business Partner can remove or hide other information they consider sensitive or confidential, such as hourly rates, as long as the document meets the requirements outlined above.

ELA SVI Opportunities in Integrated/Aligned Accounts

All opportunities submitted for customer accounts that are on IBM's ELA I/A account list (SMB accounts are not affected) will be subject to the SVI approval process as stipulated below:

1. The SVI team will complete the GPP and CRM duplicate opportunity searches for these opportunities in accordance with all the documented program rules.
2. If the SVI team determines that there are no existing duplicate opportunities previously approved for SVI, the revenue records to be approved for SVI will be approved with a status of "Sales Resource for Opportunity" meaning they will be approved for the Sell Fee only. If an SVI opportunity is not correctly identified as an ELA at initial submission, and if it is inadvertently approved for ID and Sell, eligibility, IBM will update the affected revenue records to reflect approval as Sales Resource only.
3. If the BP has identified an opportunity where they believe the SVI Brand Family to be "first in enterprise," they should indicate this in the "Description" field of the GPP opportunity record to notify the SVI reviewers. In addition, the BANT should include the customer's PPA agreement number. When an opportunity is identified by Business Partner as "first in enterprise," the SVI reviewer will check the customer's previous software purchases and determine if the registered brand family is "first in enterprise." If there is no record of any products from the registered brand family being sold into the enterprise and the opportunity meets all other eligibility criteria, it will be considered for as "net new." Changes to brand family names and product transitions between brand families will also be considered in determining "first in enterprise" eligibility.

Examples of Documentation

Examples of documents which could be used to meet the sales documentation criteria include (but are not limited to):

- Proposal for solutions
- Statement of work
- Proof of concept
- Prototype
- Architectural study
- Copy of an implementation plan
- Sizing or configuration document that is presented to the decision maker
- Evidence of Business Partners providing their own services or software as part of the solution
- Documentation of sales calls
- E-mails between the end-user and the Business Partner
- Price quote (to validate the quantity requirement in criteria #3 only)

For further information, see the Appendix titled *Sales Documentation Definitions*.

<p>Note: For proof of concepts or prototypes that include a customized or developed software product, include screen captures of the application in a document or presentation file, such as PowerPoint or Word, with accompanying explanatory notes. Do not attach program executable (.exe) files.</p>

Examples of documentation which cannot be used to meet the sales documentation criteria include:

- Documentation (Purchase Order, Contracts, etc.) that show evidence of previous sales
- Documentation of relationship with the end-user customer
- Calls or e-mails from the end-user to the Business Partner asking for a quote.
- Social e-mails
- Day Timer calendar entries unless they are supported by actual meeting documents
- IBM Quick Proposal templates from PartnerWorld or IBM product presentations which have not been tailored to the end-user customer
- Product Literature, such as PDF of an IBM product brochure
- Passport contract license management or compliance activities
- Purchase Order for IBM Middleware
- Any document in draft form
- Proof of Entitlements

Global Partner Portal Activation and User Registration

In order to enter an opportunity and participate in SVI opportunity registration, Business Partner employees must have access to Global Partner Portal. For employees to receive access, their company must first be approved via the SVI Enrollment process.

- The Business Partner's PartnerWorld Authorized Profile Administrator (APA) who submitted the SVI Enrollment Form in PartnerWorld will receive notification from IBM when a GPP company profile has been enabled for their company and they have been activated as the initial Business Partner GPP Administrator. When this has been done then they can create and manage GPP user profiles for their company.
- If the Business Partner company is already Global Partner Portal-enabled and IBM has activated a BP GPP Administrator already then IBM provides the APA with the Business Partner GPP Administrator's name for the company so that the APA can work with that Business Partner GPP Administrator to create and manage GPP user profiles for their company.

The Business Partner's Global Partner Portal company profile contains a record of the Brands for which they have a current IBM Software Technical Certification and any Software ValueNet portfolios for which they have been approved. This information is stored in the 'Certification' tab and controls which brand families for which they may register SVI opportunities.

To review your certifications in your Global Partner Portal profile:

- Log in to Global Partner Portal
- Click on **Profile** in the upper right corner of the screen
- Click on **Show: Company Profile**
- Click on the **Certifications** tab
- Review the list of Brands/Software ValueNet portfolios listed in the **Name** column with a **Status** of 'Certified'.

Note: All Business Partner profiles have default approval for 'Other'

Each Global Partner Portal user has a unique position that defines the data they can access. Each user is also assigned a set of responsibilities that defines the screens (views) that they have access to in order to see the information. A user may have multiple responsibilities, thus allowing more screens (for example, the screens to add additional users from the Business Partner company). However, users can have only one position assigned.

For further details on Global Partner Portal positions, responsibilities and procedures, Business Partners can refer to the [Global Partner Portal PartnerWorld Page](#) under the **Training** Tab. Select a Language and Select a Role (Admin) and refer to *Administrator Tasks*. There is a link to the *Business Partner Admin Guide* on this page and also in the Global Partner Portal on-line help.

Accessing Global Partner Portal

In addition to Software Value Incentive and hardware Bid Certification Center, the Global Partner Portal application supports functionality for opportunity management. GPP Opportunity Management (OM) offers streamlined navigation for opportunity creation and updates that are fully compatible with IBM's Customer Relationship Management (CRM) system. Consequently, SVI users will work with additional data fields in GPP that correspond to common Opportunity Management functionality but are specific for SVI. Most of these fields have "for SVI" appended to their descriptive name and some of these fields will become read only (will not be editable) after the opportunity is submitted for eligibility and IBM records the eligibility decision. Others will become read only after the opportunity has been submitted for SVI payment request. This is driven by the Overall SVI Status of the opportunity. These fields will be noted in the corresponding sections of this guide.

Prior to reaching these Overall SVI statuses, Business Partners can edit these fields on the **SVI** views or the corresponding fields on the common **Opportunity** and **Revenue** views. Edits in either location will be made to both sets of corresponding fields, for example: a change to the **Description** field in the common **Opportunity** view will be reflected in the **Description for SVI** field on the **SVI Opportunity Detail** view. However, once the opportunity is submitted for SVI eligibility and IBM records the eligibility decision, the **Description for SVI** field becomes read only and can not be updated either directly or from changes to the corresponding field on the common **Opportunity** view. The fields on the 'common' views continue to be editable.

In addition, the two-way lead passing functionality has an impact on the ability to submit opportunities for SVI consideration. Only the opportunities belonging to the 'SVI Owing Organization' can be submitted for SVI.

- Whichever firm creates an opportunity in GPP will be the 'SVI Owing Organization'.
- If an opportunity is created in IBM CRM and passed to a Business Partner in GPP, the Business Partner organization to which it was passed will be the 'SVI Owing Organization' and they can submit that opportunity for SVI.
- If an opportunity is created in GPP by Business Partner A and then passed to Business Partner B, Business Partner B cannot submit that opportunity for SVI, since Business Partner A is the SVI owning organization.

A Business Partner's GPP profile contains a position indicator for each country in which they do business. If a firm does business in more than one country, the same GPP user can manage all opportunities that Business Partner firm has entered into GPP, but only one position for a user can be activated one time. Users have the ability to change their active position.

Note: The Business Partner organization associated with the active position is the one that GPP uses to validate the Brand Certification achieved, therefore the user should confirm that their active position is that of the organization in which their certifications are recorded in PartnerWorld.

After a Business Partner employee is granted access to Global Partner Portal (GPP) by their firm's APA they must arrange their GPP workspace prior to performing any SVI tasks. This need only be done once for the initial Global Partner Portal set-up.

To arrange the Global Partner Portal workspace, the following tasks must be completed:

1. Sign In to GPP
2. Set the Time Zone

Important Note: All SVI opportunities are synchronized to Greenwich Mean Time (GMT) time zone. For example, an Americas Business Partner in the Eastern time zone submitting an Opportunity at 12noon local time, another in Central time zone submitting an opportunity at 11am local time and another in Pacific time zone submitting an opportunity at 9am local time, would all receive a GPP system timestamp of 5pm GMT time zone. An opportunity submitted late evening may result in a GPP timestamp of the following day. Business Partners should be aware of the GMT conversion when counting the 15 calendar days prior to the sales order close date and other SVI business rules.

3. Arrange Columns Displayed

Business Partners should arrange their workspace so that they see the most relevant columns first. Some columns that might be useful may not appear in the GPP default workspace. Business Partners participating in SVI should add **Overall SVI Status** and **Expiration Date** to their view. Business Partners that are not participating in the Bid Certification Center (BCC) program can remove the **BCC Certification Stage**, **BCC Certification Status** and **Status** columns from their view.

How to access the Global Partner Portal Training Pages

Detailed instructions on performing many of the Global Partner Portal and SVI tasks can be found on the Global Partner Portal Training pages. To access these pages:

- Log on to [PartnerWorld®](#)
- From the left navigation pane, select **Selling**, then select **Sales cycle resources**
- Click on **Opportunity Management** under **Leads and Opportunities** on the **Identify** tab.
- Click on **Global Partner Portal overview** under **Related Resources**
- Click on the **Training** tab
- Select a Language and Select a Role (SVI Sales Rep) and click **Go**

Detailed instructions on performing the above tasks can be found by clicking “Arranging the columns in your Workspace” under *Global Partner Portal overview*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources* or in the Global Partner Portal on-line help.

Opportunity Progression and SVI Qualification

This process will be used by Business Partners to register opportunities for new license sales where the Business Partner at a minimum is leading the sell effort step and can either have performed opportunity identification or had the opportunity assigned to them by IBM. If the Business Partner’s involvement in the sales cycle does not include the sell step or it is a SW Subscription & Support renewal opportunity only then no registration is required nor will it be accepted. This process will be used by both resell and influence Business Partners. This process is also used by IBM to approve or reject these opportunities for incentive payments.

At a high level there are eight steps in this process:

1. Business Partner Creates and Saves a Draft Opportunity
 - Find an Account; if not found, Create a new Account
 - Add Revenue records to the opportunity
 - Add Contacts to the opportunity
 - Add Sales Team Members to the opportunity (optional)
 - Attach Documentation to the opportunity
2. Business Partner Submits Opportunity for SVI Eligibility
3. IBM Determines if Opportunity is Eligible for SVI

4. Business Partner Completes the Sales Process
 - Adding new Sales Team members to an opportunity
 - Changing information on an opportunity previously submitted for eligibility
5. Business Partner Closes the Opportunity
 - A. Closed as Won and Submit SVI Payment Request
 - B. Closed as Lost
6. IBM processes Opportunities Closed as Won and Submitted for Payment
 - A. IBM matches Opportunity to a Sales Order
 - B. IBM determines if Business Partner met the Sales Criteria
 - C. IBM creates Payment file for submission to Payment Application
7. IBM determines if the Opportunity payment record is eligible for payment and calculates SVI fees
8. IBM Accounts Payable makes payment to the business partner

Important Note: Business Partners should check the Overall SVI Status in their opportunity records in Global Partner Portal to determine their status in the opportunity progression and SVI qualification process. For further information, see the table in the Appendix titled *SVI Status Codes*. It is recommended that the Overall SVI Status column be added to the list of columns displayed in the Opportunities view when arranging the GPP workspace.

1. Business Partner Creates and Saves a Draft Opportunity

To receive the SVI Identify and Sell incentives, Business Partners must create an opportunity in Global Partner Portal. When the Business Partner submits the opportunity to IBM for SVI eligibility, IBM determines if the opportunity is eligible for any SVI incentives.

SVI Identify and Sell incentives

An opportunity is eligible for the SVI Identify and Sell incentives when the following conditions apply:

- The Business Partner is the first to submit a validated opportunity for SVI eligibility in Global Partner Portal.
- IBM has not already identified the opportunity in the Customer Relationship Management (CRM) opportunity management system or any other IBM opportunity tracking processes.

Note: Business Partners can only receive the Opportunity Identification incentive if they are approved to receive the Sell incentive.

An opportunity is eligible for only the SVI Sell incentive when the following conditions apply:

- The IBM sales team first created the validated opportunity and either:
 - They remain the opportunity owner but requested the Business Partner's assistance to close the opportunity and indicated this on the opportunity.
 - They pass opportunity ownership to the Business Partner.

Note: The Business Partner must still be the first to submit the validated opportunity for SVI eligibility.

Business Partners working with IBM.COM for Opportunity Identification

SVI helps Business Partners who work with IBM.COM to develop business. IBM.COM is encouraged to pass leads to Business Partners and the design of SVI is to reward Business Partners who perform the Sell function on IBM identified opportunities. When IBM.COM and Business Partners work jointly on opportunity identification, the following rules apply for coding opportunities in IBM systems.

- Joint prospecting occurs when the Business Partner and the IBM.COM representative are participating in a telephone conversation with a potential customer at the same time. When the opportunity is qualified, the Business Partner should enter the opportunity in Global Partner Portal and submit it for SVI eligibility.
- Individual prospecting on the same campaign or tactic occurs when the Business Partner and the IBM.COM representative call on customers independently. Each party can claim opportunity identification on the customers that they qualify. The Business Partner enters qualified prospects in Global Partner Portal and the IBM.COM representative enters qualified prospects in CRM Siebel. The Business Partner opportunities would go through the normal SVI qualification process.

Creating an Opportunity

An Opportunity record is comprised of the following components:

- Opportunity Header
 - Information about the end user customer (Account)
 - Solution and Business Need (Description)
 - Decision Date (Close Date)
 - Sales Stage
 - Status Information
 - Associated Records
 - Revenue Records – contain information about the products and forecasted revenue, also have their own associated Status Information
 - Sales Team Members
 - Contacts
 - Programs
 - Software Value Incentive
 - Bid Certification Center
 - Other information
 - Attachments
 - Notes
 - Activities
- Business Partner Sales Reps, Business Partner Managers and the Business Partner Opportunity Focal Point can create opportunity records.
 - The opportunity must be created and saved prior to submitting to IBM for SVI eligibility. The opportunity will have an Overall SVI status of 'DRAFT' before it is submitted for SVI eligibility.

Note: Business Partners should enter their opportunities in GPP before discussing them with others. If a Business Partner has identified a new opportunity, they must be the first to register it in Global Partner Portal and be approved in order to be eligible for SVI fees.

To qualify for SVI eligibility, an Opportunity must include the following information *:

- Opportunity Header Record, to include:
 - Customer Account Name and Address
 - Opportunity Description / Project Name
 - Decision Date (Close Date)
 - Sales Stage (must be a Sales Stage of 4 <Validated/Qualifying> or higher)
 - Decision Date
 - Probability %
 - Currency
- Revenue Record(s) – Detailed Revenue Data – must create a revenue record for each brand family being sold. Must have at least one revenue record that is eligible for SVI consideration to able to submit the opportunity for SVI. Revenue records must contain:
 - Type - Software
 - Brand Family (see SVI Eligible Part Number List) – Brand Family SVI Participation must = Y and Brand Certification Achieved must = Y
 - Win Probability %
 - Quantity
 - Price (End-user Entitled price or End-User Special Bid price)
 - Revenue

- Opportunity Currency
- Bill Date

Note: 'Recalculate Revenue' to update opportunity header Revenue field.

- End User Customer Contact(s)
 - Decision Maker's: Name, Job Title, Address, Email & telephone information
- Budget, Authority, Need, Timeframe (BANT) information – must be provided in an **Attachment** document with an Attachment Type of 'SVI BANT' and should be named **"BANT Customer Name – Opportunity #"**. Refer to the 'Validated Opportunity' section in the 'SVI Definitions' chapter for additional details. A copy of the template is included in the Appendix titled *BANT Template*.

Important Notes:

- * Some fields are not shown as required Global Partner Portal fields (denoted by a red asterisk *) and some fields are only shown as required in the Software Value Incentive (SVI) tab, however, all of the information identified above will be verified as being included in the opportunity in order for it to be 'complete' for SVI eligibility.
- Business Partners should refrain from using the Copy Record function as it has been known to cause inconsistent results. Opportunity records should only be created using the **New** button from the 'Opportunities' applet.
- If a Sales Stage 4 or higher is selected initially, a Detailed Revenue Record must be entered before proceeding with the remaining sequence of steps to enter the rest of the opportunity information. For new or inexperienced GPP users, it is recommended to select Sales Stage 1 when initially creating an SVI opportunity and then updating the opportunity to Sales Stage 4 prior to submitting it for SVI eligibility.

Selecting Restrictions for an Opportunity

Business Partners have a choice of whether or not to share their opportunity data with IBM's Customer Relationship Management (CRM) opportunity management system (IBM's CRM system) that is used by IBM's internal sales force. When Business Partners create an opportunity, they can decide to share an opportunity fully (Full Disclosure), partially (Is Restricted) or not share (Work in GPP) with IBM's CRM system and direct sales teams.

Business Partners can select 'Work In GPP' or 'Is Restricted' settings only for opportunities that they create. Opportunities that IBM users created and assigned to Business Partners will have a status of Full Disclosure and cannot be changed. The **Work in GPP** status can only be selected at the time the opportunity is created, but can be deselected at any time. The **Is Restricted** field can be checked or unchecked at any time. GPP-created opportunity records become fully visible in IBM's opportunity management system once the GPP opportunity has been coded as Sales Stage 07- Won/Implementing or 11-Lost to Competition.

Detailed instructions for Creating an Opportunity can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the topics under *Working with Opportunities*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

Finding or Creating an Account within the Opportunity

Each opportunity must be associated with an end customer Account. The Account information in Global Partner Portal is stored in an Account Record and the Opportunity Record is linked to this information. When an opportunity is created and saved, the linkage to the Account Record can not be changed.

Business Partners can associate opportunities to IBM Customer accounts, or if no IBM Customer Account record exists for the end user customer of their opportunity, they can create an Account of their own. Business Partners should query for their Accounts and use the IBM Customer Account record (if one exists) rather than creating their own Account for that same customer as it will facilitate matching the opportunity with an IBM Sales Order number after the opportunity is submitted for SVI payment request.

- The Account pick list only displays those Account records that the Business Partner firm has created and saved. If the firm has not yet created any Accounts, the pick list will be empty.
- When querying for an Account from the Account pick list, the query function will only search existing IBM customer records created by IBM.
- The GPP user will only see the Accounts located in the country for the active position defined in their GPP profile. The GPP profile contains a position indicator for each country that their firm does business in. If the firm does business in more than one country, the same GPP user can manage all Opportunities that a Business Partner firm has entered into GPP, but only one position for a user can be active at one time. The user will only see the IBM created Accounts located in the country for the active position.

Business Partners cannot update IBM customer Account Records. If the Business Partner created the Account Record and no IBM Customer Number has been assigned to that Account Record then the Business Partner can update that Account Record.

When the Business Partner submits an opportunity for SVI eligibility, the Account information that exists is saved. The Account information is used to determine SVI participation and payment eligibility.

Note: The Account address associated with the opportunity must be the purchase location, i.e. the Passport Advantage Site. The Account name should be the end user customer's legal name and not an abbreviation, example Consumer Value Stores, not CVS. When the end user customer has a generally accepted company name abbreviation the abbreviated name should be entered into the **Comments** sections of the opportunity header record as this will assist IBM in processing the opportunity for SVI eligibility.

Detailed instructions for Finding or Creating an Account can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the topics under *Working with Opportunities*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

Adding a Revenue Record with the Brand Family to an opportunity

After creating the opportunity header record, add one or more revenue records to the opportunity. The revenue record identifies the specific brand families of the products that are recommended by the Business Partner in the opportunity solution. **A Separate Revenue Record for each Brand Family in the opportunity should be added, but only one revenue record should be added per brand family.**

Important Notes:

- GPP will indicate if the Business Partner firm has the required software technical certification or Software ValueNet portfolio approval to participate in SVI for a given revenue record. When the Business Partner selects the Brand Family for the revenue record and clicks OK, GPP will validate that the Business Partner has a minimum of one IBM software technical certification (or technical sales mastery) or is approved for the Software ValueNet portfolio for the revenue detail record to qualify for SVI and will populate the **Brand Certification Achieved** field. A 'Y' in both the **Brand Family SVI Participation** and **Brand Certification Achieved** fields indicates that the Brand Family is eligible for SVI consideration. The Business Partner's technical certification or Software ValueNet portfolio approval must be recorded in PartnerWorld in order for GPP to recognize this achievement. Business Partners should ensure that their GPP Active position set to that of the organization in which their certifications are recorded.
- Software ValueNet Business Partners should refer to the Appendix titled *SVI Business Rules for Software ValueNet by Portfolio* for specific instructions on submitting opportunities.
- After an opportunity is submitted for SVI eligibility, Business Partners cannot add new brand families. Before submitting an opportunity for SVI eligibility, verify that all the brand families are included.
- The revenue records can be updated up to the day the opportunity is submitted for SVI payment request; however, new brand families cannot be added and existing brand family selections cannot be changed. If a new or different brand family is required after the opportunity has been submitted for SVI eligibility, Business Partners must create a new opportunity or a child opportunity.
- When Business Partners create revenue records, Global Partner Portal requires a **Type**, such as **Software**, and then a brand family for the type. Business Partners can select a brand family from a list of all brand families. When the brand family is selected, Global Partner Portal automatically populates the Type field. For more information about verifying the correct brand family, access the SVI Eligible Part Numbers list in the Global Partner Portal online help or click the PDF icon next to the Brand Family field name when adding a New revenue record and search for the product/part number to identify its associated brand family. Before they create an opportunity record, Business Partners should identify the products that they anticipate including in the solution and review the corresponding brand families.
- Only one revenue record should be created for each unique brand family. If the opportunity contains multiple products within the same brand family, the quantity and revenue for these products should be aggregated into one Revenue Record for that brand family.

Important: If the registered brand families do not match the brand families that are purchased by the customer, no SVI incentive fees are paid.

Before the opportunity is submitted for SVI payment request, Business Partners should update the brand family information in the opportunity record, especially the quantities and revenue amounts. The quantities and revenue amounts are matched to the IBM sales order to determine SVI incentive fee payments.

Detailed instructions for 'Creating a Revenue Record with Brand Families' can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the topics under *Working with Opportunities*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

Adding Contacts to an Opportunity

Business Partners may have already added one or more Contacts to an Account. At this point a Contact must be assigned to the Opportunity.

This is done in one of the following ways:

- Adding an existing contact to an opportunity
- Creating a new contact for an opportunity

Notes:

- At least one Customer Executive contact must be added to the opportunity. The customer executive should be a Line of Business manager or a C-level executive. Purchasing and Procurement contacts are not considered to be valid customer executive decision makers.
- Only Customer Executive contacts should be added to the Contacts section. Use the Sales Team view to add Contacts belonging to the Business Partner firm.

Detailed instructions on Adding Contacts to an Opportunity can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the topics under *Working with Opportunities*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

Adding Sales Team Members

The opportunity owner can add other users from their company in any position to the sales team for a particular opportunity. The Primary Sales Team member can also remove users from the sales team. New sales team members must have a user record and their company must have a company profile in Global Partner Portal.

If the Business Partner employee is designated as the 'Primary' on the sales team for an opportunity, they can add an IBM Channel Representative to the sales team for the opportunity. If the Business Partner employee is not the primary, they will not be able to add IBM Channel Representatives and they will only be able to see individuals in their organization. IBM Channel Representatives will have 'IBM Channel Rep' in the Position field and will have read-only access to the Opportunity.

Detailed instructions on Adding Sales Team Members can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the topics under *Working with Opportunities*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

Attaching Documents

Documents, such as BANT information and Sales Documentation (i.e., proof of concepts, proposals, etc.) can be attached to the opportunity record at any time during the progression of the opportunity through the various stages of the sales cycle. Attachments can be deleted only prior to the opportunity being submitted to IBM for SVI Payment request.

To submit documents to IBM, attach electronic copies, such as text documents, spreadsheets, presentations, and PDF files, to the Global Partner Portal opportunity record. Please do not attach program executable (.exe) files. Business Partners can **attach documents** and **add comments**.

Business Partners should Attach and Release the BANT Criteria Template prior to submitting opportunities for SVI Eligibility. The BANT (Budget / Authority / Need / Timeframe) template is designed to document that the Opportunity has matured to a Sales Stage 4 as a Validated/Qualified opportunity and should include a description of the value-add solution. Once an opportunity has closed, prior to submitting the opportunity for SVI Payment Request, this procedure should be used to attach and release supporting sales documentation.

Important Notes:

- The **Release** field allows Business Partners to share the attachment with IBM if it is selected. If the check box is not checked, IBM cannot view the attachment. The members of the sales team can view the attachment whether or not the Release field is checked – this check box only controls allowing IBM to view Business Partner's attachments. Business Partners should ensure the Release field is checked prior to their submitting an opportunity for SVI Eligibility and they should ensure it is also checked for each of their sales documents prior to submitting the opportunity for SVI Payment Request.
- There is a field on the Attachments tab called **Attachment Type**. Business Partners should choose **SVI BANT** for their BANT form and **SVI Sales Criteria** should be selected for each of their supporting sales documents. Any attachment with the Attachment Type of **SVI BANT** or **SVI Sales Criteria** becomes read-only and cannot be deleted after the opportunity is submitted for SVI Payment Request. Also, an attachment with the Attachment Type of **SVI Sales Criteria** created after the opportunity has been submitted for SVI Payment Request becomes read-only when the attachment is saved.
- The Release checkbox must be selected before the opportunity is submitted for SVI Payment request. Also, any new attachment with an attachment type of **SVI Sales Criteria** created after the opportunity has been submitted for an SVI Payment must have the Release checkbox selected before the attachment is saved. If this is not done, because the attachment becomes read-only, Business Partners will not be able to change their Release checkbox selection. Therefore, for IBM to be able to view the document Business Partners would have to create another attachment with the same document, and this time select the Release checkbox at the appropriate step.
- The **Is Restricted** and **Work in GPP** fields do not impact attachments. If Business Partners want an attachment to be visible, they need to select the **Release** checkbox.

Detailed instructions on Attaching Supporting Documents can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the topics under *Working with Opportunities*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

2. Submitting an Opportunity for SVI Eligibility

After the Business Partner creates and saves a validated opportunity in Global Partner Portal, Business Partner GPP users with edit capability can submit the opportunity SVI Eligibility determination. Before submitting the opportunity, the Business Partner should verify that the opportunity record includes all required information.

When the user selects the **Software Value Incentive** (SVI) tab within the opportunity record, Global Partner Portal verifies that the following SVI requirements are met:

- The Business Partner company is approved for SVI
- One or more revenue records must contain a brand family that is eligible to participate in SVI.

If either of these conditions is not met, the user is denied access to the SVI screens and an error message is displayed.

When the user clicks **Submit for Eligibility** under the **SVI** tab, Global Partner Portal verifies that the Overall SVI status is **Draft**. If the status is not Draft, the submit process terminates and an error message displays.

Software ValueNet Business Partners should refer to the Appendix titled *SVI Business Rules for Software ValueNet by Portfolio* for specific instructions on submitting opportunities.

When an opportunity is successfully submitted, the following conditions apply:

- IBM uses the submission date to determine if the opportunity was submitted 15 or more calendar days before the IBM Sales Order Date.
- The opportunity SVI expiration date is set 270 calendar days from the submission date.
- The Business Partner cannot change the data in the *Type* or *Brand Family* fields for the revenue record or create any additional revenue records for the opportunity.
- The Overall SVI Status field changes to **Duplicate Opportunity Search**.

If a Business Partner has submitted an opportunity in error (ex. Used the incorrect brand family or neglected to create additional revenue records for an opportunity), they can send an email to IBM (see 'IBM Contacts' in the **Contacts** section) and request that the opportunity be withdrawn.

Detailed instructions on Submitting an Opportunity for SVI Eligibility can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the topics under *SVI Sales Rep Activities*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

3. IBM Determines if Opportunity is Eligible for SVI

When a Business Partner submits an opportunity for SVI Eligibility, IBM will perform the following steps:

1. Determine if the opportunity is complete for SVI eligibility evaluation
2. Search for Duplicate Opportunities to determine if the opportunity is new
 - a. Search in Global Partner Portal
 - b. Search in CRM and any other IBM opportunity tracking processes.
3. Determine SVI eligibility and set the SVI Status of each Revenue Record in the opportunity.

Determine if the opportunity is complete for SVI eligibility evaluation

IBM will review the submitted opportunity to determine if it is a validated opportunity and if it is complete prior to determining SVI eligibility. They will review the opportunity to determine if:

- All the required fields for SVI have been populated
- The content is valid and complete and if there are any discrepancies
- The opportunity description is adequate
- BANT information has been supplied
- The End User customer is not ineligible (see 'Eligible End Users' topic in **SVI Definitions**)

For further details on validated opportunity criteria and required fields for an opportunity, refer to the topic on 'Validated Opportunity' in the **SVI Definitions** section and the **Creating an Opportunity** section.

Note: If IBM determines that the opportunity record is NOT complete, the revenue records in the opportunity will be marked as **Incomplete**, and the Overall SVI Status of the opportunity will be changed back to **Draft**.

Search for Duplicate Opportunities to determine if the opportunity is new

IBM will first search Global Partner Portal to determine if the Business Partner is the first to submit the opportunity for SVI eligibility.

Next, IBM will search CRM and other IBM opportunity tracking processes to determine if IBM has already identified the opportunity and if so, whether or not they have transferred ownership of the opportunity to the Business Partner or if the Business Partner's assistance has been requested to close the opportunity and is indicated on the opportunity.

IBM will update the 'Duplicate Opportunity' status field of each Revenue Record in the opportunity based upon these search results as follows:

- Incomplete – the opportunity failed the completeness check above
- Yes – this opportunity is a duplicate based on the Global Partner Portal and CRM/IBM opportunity tracking process searches performed in the prior step
- No – this is not a duplicate opportunity

After this step is completed, the Overall SVI Status of the opportunity is changed to **Waiting Eligibility Decision**.

Determine SVI eligibility and set the SVI Status of each Revenue Record in the opportunity

IBM will determine the SVI eligibility for each Revenue Record in the opportunity based upon the search results in the prior step and the opportunity status fields will be coded as follows:

	Status fields in Revenue Record			
Overall SVI Status (Status in Opportunity Header)	SVI Status	Duplicate Opportunity Status	Incentive Fee Type	
Eligible Full Participation	Net New Opportunity	No	Identify and Sell	Approved Eligibility Decision for all revenue records
	Sales Resource for Existing Opportunity	Yes	Sell Only	
Eligible Partial Participation	Net New Opportunity	No	Identify and Sell	Approved Eligibility Decision for some revenue records
	Sales Resource for Existing Opportunity	Yes	Sell Only	
	Duplicate Opportunity	Yes	N/A	
Draft	N/A	Incomplete	N/A	One or more revenue records designated by IBM as Incomplete .
Denied Participation	Duplicate Opportunity	Yes	N/A	All revenue records were duplicates

If the Business Partner was the first to submit the opportunity for SVI eligibility but was not listed as a Sales Resource on the IBM sourced/owned opportunity, the Overall SVI Status will be set differently depending on the number of revenue records in the opportunity and how many IBM sourced/owned opportunities were found:

- If the SVI opportunity has only one revenue record and the Business Partner was not listed as a sales resource on the IBM sourced/owned opportunity, the Overall SVI Status is set to **Draft**. The Business Partner can contact IBM to determine if they are needed as a Sales Resource and ask the IBM sales rep to add the Business Partner as a as a Sales Resource to the CRM opportunity. The Business Partner can then resubmit the opportunity for SVI eligibility.
- Similarly, if the SVI opportunity has multiple revenue records and the Business Partner was not listed as a sales resource on any of the IBM sourced/owned opportunities that were found, the Overall SVI Status is set to **Draft**. The Business Partner can contact IBM to determine if they are needed as a Sales Resource and ask the IBM sales rep(s) to add them as a as a Sales Resource to the CRM opportunities. The Business Partner can then resubmit all or part of the opportunity for SVI eligibility.

- c. However, if the SVI opportunity has multiple revenue records and one (or more) had IBM sourced/owned opportunities found and the Business Partner was not listed as a sales resource, but one or more of the other revenue records were determined Net New, then only those Net New revenue records revenue will be marked as **Eligible** and the other(s) will be coded as **Duplicate Opportunity**. The Business Partner can contact IBM to determine if they are needed as a Sales Resource and ask the IBM sales rep to add them as a Sales Resource to the CRM opportunity, and the Business Partner must submit a NEW Opportunity record for those brand families. This is done to protect the Business Partners' submission date for the Net New revenue records, rather than returning the entire opportunity back to **Draft**.

Note: Business Partners have 30 calendar days to challenge IBM's decision for an opportunity eligibility decision.

The following fields will become read only when the **Overall SVI Status** is set to 'Eligible Full Participation', 'Eligible Partial Participation' or 'Denied Participation' (indicating that the opportunity was submitted for SVI eligibility):

- **Description for SVI** (in the **SVI Opportunity detail** view)
- **Type** (in the **SVI Revenue** view)
- **Brand Family** (in the **SVI Revenue** view)

How a Business Partner can determine if IBM accepts or rejects their opportunity

Business Partners will be notified when IBM updates the Overall SVI Status of an opportunity. (The one exception is when the opportunity is set back to 'Draft' status.) When the Overall SVI Status is updated by the IBM SVI administration team, notification of the status change is sent to the opportunity owner via e-mail. This function requires a valid Business Partner e-mail address in the PartnerWorld Profile System (PPS).

Another way of determining if a submitted opportunity has been accepted is by reviewing the **Overall SVI Status** of the opportunity and the SVI status of the individual revenue records in Global Partner Portal as shown in the table above. Typically, IBM will update this status within five business days from the time the Business Partner submitted it for eligibility.

The following are reasons why an opportunity may be rejected or partially rejected:

The opportunity is a duplicate opportunity

- Example 1: On the 16th of June, Business Partner A submits an opportunity to SVI for Eligibility for a Payroll solution at End User Company Q which contains Data Management software with a forecasted revenue amount of \$15,000 with an expected decision date of the end of October. Upon searching Global Partner Portal, the IBM SVI team finds a similar opportunity submitted by Business Partner B on the 1st of May for a Payroll solution at End User Company Q which contains Data Management software with a forecasted revenue amount of approximately \$15,000 projected to close at the end of October. Since Business Partner B submitted the opportunity before Business Partner A, Business Partner A's opportunity would be rejected as a duplicate opportunity.
- Example 2: On the 16th of June, Business Partner A submits an opportunity to SVI for Eligibility for a Payroll solution at End User Company Q which contains Data Management software with a forecasted revenue amount of \$15,000 with an expected decision date of the end of October. Upon searching Global Partner Portal, the IBM SVI team does not find any

duplicate opportunities. Next, they check IBM's opportunity management systems (for example, CRM) and they do find a similar opportunity submitted by the IBM direct sales team with this Business Partner (Business Partner A) listed as a sales resource on the opportunity. Business Partner A would not be eligible for the SVI Identify incentive because IBM was already aware of the opportunity. However, they would be eligible for the SVI Sell incentive since they are listed as a sales resource on IBM identified Opportunity. Keep in mind, the opportunity must close and Business Partner A must demonstrate that they were involved in the selling process in order to earn the Sell fee.

A brand family is already included in a previously accepted opportunity:

- Example: On the 16th of June, Business Partner A submits an opportunity to SVI for Eligibility for a Payroll solution at End User Company Q which contains Data Management software forecasted for \$15,000 and Lotus Desktop software with a forecasted revenue amount of \$11,000 with an expected decision date of the end of October. Upon searching Global Partner Portal, the IBM SVI team finds a similar opportunity submitted by Business Partner B on the 1st of May for a Payroll solution at End User Company Q which contains Data Management software with a forecasted revenue amount of approximately \$15,000 projected to close at the end of October, however they do not find any similar opportunities in either Global Partner Portal or IBM's Opportunity Management System for Lotus Desktop. Since Business Partner B submitted the opportunity before Business Partner A, Business Partner A would not be eligible for the Data Management content, but would, however, be eligible for SVI Identify and Sell fees for the Lotus Desktop portion of the opportunity.

The steps outlined above cover the process for determining SVI eligibility. Once the opportunity is closed as WON and submitted for SVI Payment Request, the opportunity will be reviewed again for valid proof of sales activity and could possibly be denied for payment at that time. See **Submit Payment Request** section below for further details.

4. Business Partner completes the sales process

After a Business Partners submits an opportunity for SVI eligibility and IBM updates the opportunity with the SVI eligibility decision, the Business Partner completes the sales process and updates the SVI opportunity record.

The Business Partner can perform the following processes:

- Adding Sales Team Members to the opportunity (addressed in a prior section)
- Updating a previously submitted opportunity
- Attaching Documents (addressed in a prior section)

Updating a Previously Submitted Opportunity

After an opportunity is submitted for SVI eligibility, IBM does not accept additional revenue records for the opportunity and the following fields in the opportunity record cannot be changed:

- Brand Family
- Type
- Account Name and Address
- Opportunity description

If additional revenue records and changes to the above fields are required, a new opportunity or child opportunity must be created and submitted for SVI eligibility.

After an opportunity is submitted for SVI eligibility, Business Partners can change the revenue value, the odds, and the decision date. Business Partners should update these fields to reflect what is being sold to the customer prior to submitting the opportunity for SVI Payment Request.

Detailed instructions on Updating a Previously Submitted Opportunity can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

Requesting an Extension

When a Business Partner submits an opportunity for SVI Eligibility, the **SVI Expiration Date** is set 270 calendar days (approximately nine months) from the date it is submitted. The SVI business rules allow Business Partners to request an additional three months to close and submit an eligible SVI opportunity for payment, if needed.

The business rules and process for requesting a one-time three month extension to close the business opportunity are as follows:

1. The Business Partner must submit the SVI extension request before the opportunity's SVI Expiration date.
 - If a Business Partner does not request an extension prior to the expiration date, the opportunity is considered **Expired** from SVI consideration after 270 days.

2. Extension Requests can be created only if the 'Overall SVI Status' of the opportunity is one of the following:
 - Eligible Full Participation
 - Eligible Partial Participation
3. The Business Partner creates an Extension Request (described in the GPP on-line help or on the Global Partner Portal Training pages under SVI Sales Rep Activities, Requesting an Extension).

Note: When the request is approved by IBM, the opportunity's SVI Expiration Date will only be extended by three months, regardless of the date entered in the "Requested Expiration Date" field.

4. The Business Partner first 'Saves' the extension request, and then 'Submits' the request for IBM evaluation.
5. IBM will approve the request and enter a date in the New Expiration Date field that is the same date (i.e., 12th, 27th, etc.) of the month three months in the future. If the month three months out has less days than the original expiration month and the original date does not exist in the month three months ahead, then IBM will set the date to the last day of that month. The three months begins at the original Expiration Date making the total time for an extended opportunity to be approximately 360 days (approximately twelve months). Please allow a week to ten business days for IBM to process the request.
Examples:
 - If the original Expiration Date is October 15, then the new Expiration Date will be set to January 15.
 - If the original Expiration Date is January 31, then the new expiration date will be set to April 30.
6. The SVI Status of the revenue record(s) in the opportunity (Net New Opportunity or Sales Resource for Existing Opportunity) does not change when the Expiration Date is extended.
7. The Business Partner must close the opportunity and submit the opportunity for SVI Payment Request on or before the new Expiration Date. After this date, the opportunity is considered **Expired** from SVI. If the opportunity is submitted for SVI payment request after the Expiration Date, it is ineligible for SVI fees.
8. If a Business Partner requests and is given an extension on an opportunity, at the end of the one-time three month extension, no further extensions on that opportunity will be granted.
9. The status of extension requests is visible in Global Partner Portal from the 'Show Request Expiration Extension' view. Requests that have been processed will have an Extension Request Status of 'Approved' and will also have a 'New Expiration Date' listed on the opportunity record.

If more time is needed to close the opportunity than available under the extension process, Business Partners can create and submit a new opportunity record or child opportunity record for SVI consideration. (Note: Please do not use the GPP 'Copy Record' function as it produces inconsistent results.) IBM will evaluate this opportunity as if it is a new opportunity (as described in the section **IBM Determines if the Opportunity is Eligible for SVI**) and the Business

Partner may or may not be eligible for SVI Identify fees for which they may have been eligible in the original opportunity.

Business Partners participating in SVI should add 'Expiration Date' to their Opportunities view to assist in determining when each of their opportunities will expire. This column may be sorted and the data in the view may be exported to a local system. See the GPP on-line help (*'Arranging the columns in your workspace'* and *'Viewing and exporting pipeline views'*) topics for further details.

5. Closing the opportunity and submitting for SVI payment

Business Partners have two valid choices for closing an opportunity:

- A. Closed as Won and Submit Payment Request
- B. Closed as Lost

A. Closed as Won and SVI payment request submitted

When the opportunity is won, the Sales Stage of the opportunity must be changed to a sales stage of Won to submit the opportunity for SVI payment request. To submit the opportunity for SVI payment request, the Sales Stage field in the opportunity header record must contain 07– Won / Implementing.

Before Business Partners submit an opportunity for SVI payment request, they must update the opportunity to verify the following information and to ensure accurate payments:

- ✓ The amount in the Revenue field in the revenue record closely approximates the end-user customer's suggested volume price or special bid price for the products, which are in the Brand Family field of the revenue record for the end-user customer acquired products.
- ✓ Eligible sales documents are attached to the opportunity. For more information, see the sections titled **Eligible Sales Documentation** and **Attaching Documents**. The documents must demonstrate sufficiently that the Business Partner has influenced the end-user customer's buying decision. IBM may request additional information if the attached documents are unclear or insufficient. Please answer the following questions prior to submitting the opportunity for payment request:

1. Does the material show that we (the Business Partner) authored the materials?
2. Does the material document a clear recommendation for the use or purchase of eligible IBM software products?
3. Does the material show two or more two way communications for this specific opportunity?
4. Does the material include the configuration (sizing of the opportunity) or the quantity of products?
5. Are all documents dated?

If you answered "no" to any of these questions, please review your attachments and add the needed documentation prior to submitting the claim. This information is also summarized in the Appendix titled *Business Partner Claim Submission Checklist*.

- ✓ For fulfillment Business Partners, indicate in the opportunity record that they are fulfilling the transaction.

Fulfillment Business Partners should include the SVI opportunity number on the purchase order to their preferred distributor and request that the distributor include this opportunity number on their purchase order to IBM.

If the Business Partner is not the fulfillment Reseller but has a relationship with the Reseller then they should request of the Reseller to include their Opportunity Number in the Reseller's Purchase Order. When the Opportunity Number is included in the Sales Order document it dramatically reduces errors and accelerates payment.

- ✓ For opportunities submitted by a Value Advantage Plus Business Partner that is also fulfilling the transaction with the sale of their authorized Value Advantage Plus solution, they can indicate this in the opportunity comments field to facilitate processing. If the opportunity contains both Value Advantage Plus and non-Value Advantage Plus content, then SVI sales documentation is required for the non-Value Advantage Plus products.
- ✓ If available, attach copy of Purchase Order(s) to assist IBM in identifying correct matching sales order. **Note:** This is not a valid document for meeting the requirements in the Eligible Sales Documentation section.
- ✓ The IBM Passport Advantage agreement and site numbers, if known, are included and updated. This will also accelerate payment processing.
- ✓ The sales order number and/or IBM invoice date, if known, in the opportunity **Comment** field is included and updated.
- ✓ The IBM invoice date is included and updated.

Only Opportunities that are currently in **Eligible Full Participation** or **Eligible Partial Participation** status can be submitted for payment request.

Once Business Partners submit their Payment Request, the **Overall SVI Status** on the Opportunity will change to **Waiting Order Validation** and the following fields become read only:

- **Opportunity Reason for SVI** (in the **SVI Opportunity detail** view)
- **Sales Stage for SVI** (in the **SVI Opportunity detail** view)
- **Comments for SVI** (in the **SVI Opportunity detail** view)
- **Revenue for SVI** (in the **SVI Revenue** view)
- **Currency for SVI** (in the **SVI Revenue** view)
- **Quantity for SVI** (in the **SVI Revenue** view)
- **Price for SVI** (in the **SVI Revenue** view)
- Attachments with an **Attachment Type** of **SVI Sales Criteria** (in the **Attachments** view)

B. Closed as Lost

When the opportunity is closed as Lost the Sales Stage should be updated to 11- Lost to Competition; no further action is necessary.

Detailed instructions on Updating a the Sales Stage, Submitting a Payment Request and Closing Opportunity Records can be found in the GPP on-line help or on the Global Partner Portal Training pages. Select a Language and Select a Role (SVI Sales Rep) and refer to the topics under *Working with opportunities* and *SVI Sales Rep Activities*. Instructions are also listed in the SVI Quick Reference Card which is posted under *SVI Additional Resources*.

6. IBM Evaluates Opportunities Submitted for SVI Payment Request

There are three steps that will take place after an opportunity is closed as won and has been submitted for SVI payment request.

- A. IBM will search for the Sales Order that resulted from the Opportunity.
- B. IBM will determine if the Business Partner met the Sales Criteria.
- C. IBM will merge the opportunity and sales order information and send it to the payment application.

A. IBM will search for a Sales Order that was the result of or driven by the opportunity.

Once a Business Partner has submitted the opportunity to IBM for SVI payment request and it has an Overall SVI Status of **Waiting Order Validation**, IBM will search for a sales order that matches the opportunity.

If a sales order number is not provided in the Opportunity, IBM will search back 60 calendar days for the corresponding sales order. If no corresponding sales order is found, IBM will change the Overall SVI Status to **Sales Order Not Found** and the Opportunity record is unlocked. The Business Partner may provide IBM with additional information to locate the sales order and they must resubmit the opportunity for SVI Payment Request. Note: the original Payment Request Date is preserved.

When IBM matches the opportunity to a corresponding Sales Order Number, the Overall SVI Status is changed to **Waiting Sales Verification**.

B. IBM will determine if Business Partner met the Sales Criteria

Once the Order Validation is complete for the opportunity and it has an Overall SVI Status of **Waiting Sales Verification** then IBM will determine if the Sales Criteria were met.

IBM reviews the sales documents the Business Partner has attached to the opportunity to determine if the Business Partner has significantly impacted the End User's decision to acquire the Eligible Products. See the **Eligible Sales Documentation** section in the 'SVI Definitions' chapter for the specifics.

If IBM is not satisfied with the documentation provided, they check the **Waiting for More Information** flag in the SVI header; enter a **Comment** on what additional information is needed and contact the Business Partner to request the required additional information. If more information is needed, the Business Partner can attach it to the Opportunity record and notify IBM that it has been provided.

Once IBM decides if the sales criteria were met, they will update the Opportunity status fields as follows:

	Status fields in Revenue Record				
Overall SVI Status (Status in Opportunity Header)	SVI Status	Duplicate Opportunity Status	Incentive fee type	Sales Criteria	Payment Processing Status
Reviewing Payment Rules	Net New Opportunity	No	Identify and Sell	Y (met)	Reviewing Payment Rules
	Sales Resource for Opportunity	Yes	Sell Only	Y (met)	Reviewing Payment Rules
	Duplicate Opportunity	Yes	N/A	Y (met)	Denied for Payment Processing
	Net New Opportunity	No	Identify and Sell	No (not met)	Denied for Payment Processing
	Sales Resource for Opportunity	Yes	Sell Only	No (not met)	Denied for Payment Processing
	Duplicate Opportunity	Yes	N/A	No (not met)	Denied for Payment Processing
Denied for Payment Processing	Net New Opportunity	No	Identify and Sell	No (not met)	Denied for Payment Processing
	Sales Resource for Opportunity	Yes	Sell Only	No (not met)	Denied for Payment Processing
	Duplicate Opportunity	Yes	N/A	No (not met)	Denied for Payment Processing

C. IBM Merges Opportunity Information with Sales Order Information

The Global Partner Portal application will send Software Group Information Delivery Operational Data Store (ODS), IBM's order management system for distributed software which includes Passport Advantage transactions, those Opportunity records with an Overall SVI Status of **Reviewing Payment Rules**. This information will be merged with the sales order information in ODS and data from other applications/systems, as needed, to create "Payment Records" that are submitted to the Business Partner Incentive Management System (BPIMS), the IBM payment application to be used for SVI fee payments.

A Payment Record is the combination of a single Brand Family within an Opportunity record and a single Line Item within a Sales Order. Each Payment Record is assigned a unique key (Payment Record Key) that is comprised of the Opportunity Number and Brand Family line

number within the Opportunity record; plus the Sales Order Number and Line Item number within the Sales Order.

The Sales Order Number included in the Opportunity record is what is used to create the Payment Record. This Sales Order Number will also be used to locate any associated billing adjustment records for this transaction and ODS will create Payment Records using the information in these billing adjustments as well.

A Payment Record will only be created when:

- A Line Item in the Sales Order has a Part Type (also called Revenue Stream Code) that is designated as 'New License' part number, see section 'Eligible Products' for the definition of New License
- This Line Item is associated with the Brand Family of a Revenue record, in the Opportunity record, where the Revenue record has a **Payment Processing Status of Reviewing Payment Rules**.

ODS will send all created Payment Records to BPIMS on a regular basis.

7. IBM determines if the Payment Record is eligible for payment and calculates SVI fees

Once the SVI eligible lines items in the resulting IBM sales order for an eligible SVI opportunity which has been closed as won are determined as payable, the Identify and Sell fees are calculated for each of these line items, based on the SVI fee schedule. There are no caps on the amount of SVI fees that can be earned for an eligible opportunity; however revenue eligible for the SVI fee payment cannot exceed a Business Partner's revenue forecast as described below.

Notes:

- In order to receive SVI fees, Business Partners must provide IBM with any necessary information needed (i.e. bank transfer number) for IBM to make payments to them. For more information on signing up for electronic payments, send a note to sviag@us.ibm.com
- A Business Partner participating in SVI also needs to have a 'profile' set up in the Business Partner Incentive Management System (BPIMS). The BPIMS profile contains the Business Partner's name, address, IBM Vendor ID, and other information needed to make payments. The identification information in BPIMS will be used to link the Business Partner in their Payment Records and their profile information in PartnerWorld. The currency which the Business Partner will be paid is specified in the BPIMS profile for that Business Partner.

To calculate SVI fees, IBM will use an approximated Suggest Volume Price, approximated Suggested Retail Price or approximated Special Bid Price, as applicable, for the Eligible Products included in the sales order deemed as payable. This approximated price is set by IBM.

IBM performs the following steps in this process:

- Identify the payment records that are eligible and ineligible for fee calculation
- Calculate fee payments for eligible payment records

IBM determines if the payment record meets the criteria for Eligible Transactions and Eligible Opportunities (See 'Eligible Transactions' and 'Eligible Opportunities' topics in the section titled **Software Value Incentive Definitions** for further details.) If these criteria are met, the payment process continues.

For each Payment Record the following payment business rules have to be met for a fee calculation to be made.

- The Sales Order Line Item, from the Sales Order, has not been included in another Payment Record and processed.
- The 'Sales Order Date', from the Sales Order, is 15 days or more after the 'Submit date for SVI Eligibility', from the Opportunity record.
- The Sales Order Date has to be on or before the country termination date of Software Value Incentive (if applicable) unless otherwise specified.
- The 'Submit Date for SVI Payment Request', from the Opportunity record, is on or before the Opportunity record's 'Expiration Date'.
- If the Business Partner company that submitted the Opportunity record is the same Business Partner company shown in the Sales Order as the Tier 2 Reseller; then the Distributor company used to process the order has to be the Business Partner's preferred distributor on the Sales Order.

- ⊖ This check is not done if the Business Partner that submitted the Opportunity record is either 1.) not fulfilling/reselling the Eligible Products to the End User (influencer); or 2.) a Tier 1 Reseller.
- The Sales Order Date is within the following range: equal to or less than 60 days before the 'Submit Date for SVI Payment Request or equal to or less than 30 days after this date. In other words, the Business Partner's SVI fee payment request (done by selecting the 'Submit Payment Request' button in GPP) must be submitted 60 days or less after the IBM Sales Order Date for the opportunity order, but no more than 30 days before the IBM Sales Order Date.
- The end customer in the sales order is not designated as a Public Sector end user customer as defined in the IBM PartnerWorld Agreement – Software Value Incentive Attachment.
- For Software ValueNet specific payment rules, refer to the **Appendix** titled *SVI Business Rules for Software ValueNet by Portfolio*.

Fee Calculation

The following steps and checks are performed to determine if the Eligible Payment Records are payable and/or if there are any payment limitations.

- The Transaction Values for all Eligible Payment Records for an Opportunity Number are added together. This sum is then checked to determine if it is equal to or greater than the Minimum Revenue Threshold amount for the country the Business Partner is enrolled under. (See Appendix titled *Minimum Revenue Thresholds by GEO/Country*) If yes, then all of these Payment Records continue to the next step. If no, then all of these Payment Records are ineligible.
- For eligible Payment Records the GB premium is based on the end user customer designation (ISU for Business Partner incentives) when the opportunity is in an overall SVI status of "Reviewing Payment Rules".
- If Business Partner of the Opportunity record is the same as the Reseller (either a Tier 1 or Tier 2 Reseller) in the Sales Order then the Payment Record is checked to see if it was a Value Advantage Plus transaction. If it was, then the Payment Record is not eligible for the SVI 'Sell' incentive.
- For each Revenue Record (Brand Family) within an Opportunity record, the Transaction Values for the Eligible Payment Records are added together.
 - If that sum is equal to or less than the Revenue amount from the Opportunity record for that Brand Family uplifted by 25% (Uplifted Brand Family Revenue) then all of Payment Records are Eligible for Payment. The Payment Records, based on the incentive fee elements and components they are eligible for, are grouped and a 'Payment Instruction' is created for each group. Fee payments are calculated on the Sum of the Transaction Value for the Payment Records included in the Payment Instruction.

For example, if the Opportunity record Revenue for the brand family Tivoli Storage is 50,000 USD and the aggregated revenue in the associated sales order line items totals 15,000 USD, the SVI incentive fee percentages will be applied to the 15,000 USD.

- If that sum is greater than the Revenue amount from the Opportunity record for that Brand Family uplifted by 25% then all of Payment Records are Eligible for Partial Payment. The Payment Records, based on the incentive fee elements and components they are eligible for, are grouped and a Payment Instruction is created for each group. Fee payments for this group of Payment Instructions are only calculated up to the Uplifted Brand Family Revenue amount.

For example, if the Opportunity record Revenue for the brand family Lotus Domino Infrastructure - Messaging was 40,000 USD and the aggregated revenue in the associated sales order line items totals is 60,000 USD, then a 25% uplift will be applied to the 40,000 USD (resulting in an uplifted forecasted revenue of 50,000 USD). The SVI incentive fee percentages will be applied to the 50,000 USD.

Each Payment Instruction will have a calculated fee percentage and will be sent to the Accounts Payable Process step at the end of each calendar quarter. There are no caps on the amount of SVI fees that can be earned, however the fees will only be paid up to the Uplifted Brand Family Revenue amount as noted above. See Appendix titled *Software Value Incentive Fee Schedule and Payment Examples* for additional details.

Payment Processing Status Codes and Overall SVI Status Codes for Payment Information

As described in the previous chapter, after IBM decided if the SVI sales criteria were met, the Payment Processing Status code field in the revenue record is set to one of the following:

Reviewing Payment Rules – The revenue record was approved to participate for ID and Sell or Sell only and the Sales Criteria were met.

Denied for Payment Processing – The revenue record was approved to participate for ID and Sell or Sell only but the Sales Criteria were not met.

The SVI payment system (BPIMS and ODS) feeds payment status information back to GPP and the following **Payment Processing Status** codes and **Overall SVI Statuses** are deployed. This provides Business Partners with additional information as to the status of their fee payments.

Payment Processing Status codes (in the opportunity revenue record) are:

- **Approved for Payment** – The revenue record passed the SVI payment business rules, was approved for payment in the BPIMS payment processor, but the fee payment has not completed the Accounts Payable process.
- **Paid** – The revenue record passed the SVI payment business rules, was approved for payment and the fee payment has been made to the Business Partner.
- **Not Payable** – The revenue record failed the SVI payment business rules. Examples: the revenue is below the country minimum threshold amount; the IBM invoiced amount for a product in the sales order was zero, etc.
- **Unable to Process** – The revenue record was unable to be processed by the payment system. Examples: the sales order number was not valid; the part number is expired, etc.

Overall SVI Status codes (in the opportunity header) are:

Approved for Payment – All revenue records in the opportunity that are eligible to participate in SVI have a ‘Payment Processing Status’ of *Approved for Payment*, meaning all revenue records in the opportunity passed the SVI payment business rules, were approved for payment in the BPIMS payment processor but the fee payment has not completed the Accounts Payable process.

Approved for Partial Payment – One or more revenue records in the opportunity that are eligible to participate in SVI have a ‘Payment Processing Status’ of *Approved for Payment* and other revenue records have a ‘Payment Processing Status’ of *Denied for Payment Processing*, *Not Payable* or *Unable to Process*. Those revenue record(s) marked *Approved for Payment* passed the SVI Payment business rules, were approved for payment in the BPIMS payment processor but the fee payment has not completed the Accounts Payable process.

Paid – All revenue records in the opportunity that are eligible to participate in SVI have a ‘Payment Processing Status’ of *Paid*, meaning all revenue records in the opportunity passed the SVI payment business rules, were approved for payment and the fee payment has been made to the Business Partner.

Paid Partially – One or more revenue records in the opportunity that are eligible to participate in SVI have a ‘Payment Processing Status’ of *Paid* and other revenue records have a ‘Payment Processing Status’ of *Denied for Payment Processing*, *Not Payable* or *Unable to Process*. Those revenue record(s) marked *Paid* passed the SVI Payment business rules, were approved for payment and the fee payment has been made to the Business Partner.

Not Payable – All of the revenue records in the opportunity that are eligible to participate in SVI have a ‘Payment Processing Status’ of *Denied for Payment Processing*, *Not Payable* or *Unable to Process*.

Note: If the revenue records in an opportunity are in multiple Payment Processing Statuses, the Overall SVI Status will be set based on the Payment Processing Status of the revenue record that is the furthest behind in the payment process.

The following table is a summary of the Payment Processing Status codes and the associated Overall SVI Status codes:

Overall SVI Status (Status in the Opportunity Header)	Payment Processing Status (Status in each Revenue Record)
Reviewing Payment Rules	Either: 1. All = <i>Reviewing Payment Rules</i> 2. One or more revenue records = <i>Reviewing Payment rules</i> and one or more revenue records = <i>Denied for Payment Processing</i> , <i>Not Payable</i> or <i>Unable to Process</i>
Denied for Payment Processing	All = <i>Denied for Payment Processing</i>
Approved for Payment	All = <i>Approved for Payment</i>
Approved for Partial Payment	One or more revenue records = <i>Approved for Payment</i> and one or more revenue records = <i>Denied for Payment Processing</i> , <i>Not Payable</i> or <i>Unable to Process</i>
Paid	All = <i>Paid</i>
Paid Partially	One or more revenue records = <i>Paid</i> and

	one or more revenue records = <i>Denied for Payment Processing, Not Payable or Unable to Process</i>
Not Payable	All = <i>Denied for Payment Processing, Not Payable or Unable to Process</i>

8. IBM Accounts Payable makes payment to the Business Partner

Fee Payments

General

At the end of each calendar quarter, all of the fee payments for the Business Partner will be aggregated into a payment and submitted to accounts payable. Payments will be made in the quarter following the quarter that fees were earned.

Examples:

- Sales Order close date in Q2, Submit Date for Payment Request in Q2, SVI fee payment will be processed in Q3.
- Sales Order close date in Q2, Submit Date for Payment Request in Q3, SVI fee payment will be processed in Q4.)

Payments will be made by check or Electronic Funds Transfer, depending on how the business partner firm is set up with IBM Accounts Payable to receive their fees. Payments will be made in the currency for the country as shown in Appendix titled *Currency for Fee Payments*.

The actual payment date will depend on the payment process for the country as the time-frame on when the actual payments are made varies by country.

Fee Schedule

Refer to the Appendix titled *Software Value Incentive Fee Schedule and Payment Examples*

Payment Processes

Attached is the required information that should be submitted to Accounts Payable to set the partner's profile for electronic funds payment for United States and Puerto Rico partners. To receive payments via electronic funds transfer, follow the instructions below.

EFT Process

A brief explanation of EFT

To facilitate smooth and timely connections, please use the following steps for successful Electronic Funds Transfers (EFT):

1. The preference is for our suppliers to implement the Electronic Data Interchange 810 invoicing transaction first and then add the EFT transaction.
2. Please complete one of the Authorization for Electronic Funds Transfer forms that are available below, fax the form to (845) 491-3399, Attention: EFT Team and include the following information on the form: **Remit to address, Bank account number, Bank ABA number, Option number and Signature. Please be sure to fill out the form completely.**
3. An EFT form takes 7 to 10 days to set up once a complete form is sent.

A/P EFT setup process

Step 1.

A) If your Bank Account Location is in the United States and you are doing business with IBM U.S., please use the form below:



[Authorization for electronic funds transfer form](#) 31KB

B) If your Bank Account Location is outside the United States and you are doing business with IBM U.S., please follow the instructions in the attachment below.



[Electronic funds transfer form non-U.S.](#) 19KB

C) If your bank account is located in Canada, Canadian dollars, and you are doing business with IBM Canada, please fill out the form below:



[Electronic funds transfer form Canada - English](#) 45KB



[Electronic funds transfer form Canada - French](#) 37KB

[Get Adobe®Reader®](#)

2. [EDI trading partner agreement \(TPA\)](#) must be completed by the supplier and sent to accounts payable (A/P).

3. Consolidate remit work to supplier number

4. A/P sends supplier profile to Harris Bank (IBM Home Bank)

5. A/P verifies banking information with the supplier's bank and/or the supplier

6. A/P updates the supplier's master file with EFT verification date

7. Supplier receives next payment to bank account via EFT

Benefits of EFT

Supplier Benefits

- Provides funds in hand on billing rather than dealing with delays
- Lower chance for errors due to less manual intervention
- Remittance (paper or electronic) sent to suppliers upon payment
- Reduces second notices and collection work

IBM Benefits

- Eliminates cost of processing checks, postage, and late charges
- Lower bank fees for EFT than for WIRE transmissions
- Provide greater customer satisfaction/fewer delinquencies

To check the status of your invoice, Electronic Check Request (ECR), Electronic Funds transfer or for remittance information for a particular check, please contact the [Global accounts payable customer service voice response unit \(VRU\)](#).

GO TO THE WEBSITE BELOW TO ACCESS THE NEW PDF FILE WITH APPLICATION FOR EFT PROCESSING.

[http://www-03.ibm.com/procurement/proweb.nsf/objectdocswebview/fileauthorization+for+electronic+funds+transfer+form/\\$file/domestic+eft+form.pdf](http://www-03.ibm.com/procurement/proweb.nsf/objectdocswebview/fileauthorization+for+electronic+funds+transfer+form/$file/domestic+eft+form.pdf)

Trading Partner Name:

This is the name of your company. Please fill out the name as it would appear on the invoice.

Physical Address:

This is your company's physical location.

Remit To Address:

This is the address for which your invoices read "send payments to:" This is not to be confused with your company's physical location; however it may be the same. A rule of thumb is: Where should payments be mailed in the event a paper check needs to be cut?

Banking Information:

This is the physical location of the bank you use. If you use a branch, please supply the branch's address in this section. If proper information is not provided, it will result in payment delays.

Title on Bank Account:

This should be the exact name as shown on your monthly Bank Statements. If the name (Title) on your bank account differs from your company name, we will need a written explanation on your company letterhead of the relationship between the name on the account and your company name. This letter can be faxed in along with the EFT Authorization Form.

EFT Information:

We recommend that you obtain this information directly from you bank. The information needed is the Routing/ABA# (American Banking Association) of your bank, and your company's individual Account #. When asking the bank for this information, let them know that IBM intends to send EFT payments to you account using the ACH (Automated Clearing House). It is important to note that IBM is sending an EFT payment through the ACH, we are not sending a Wire payment. Wire payments and EFT payments are not the same. For additional backup, we recommend that you send a copy of a voided check along with the EFT Form.

Bank Contact:

This should be an employee of your bank whom IBM can contact to verify that the banking information supplied is correct.

Remit Advice Option:

This determines where IBM sends your remittance advice for payments that are sent electronically. IBM offers two options:

Option 1 : You must be an EDI / Forms Exchange (FOX) / WOI enabled supplier to use this option. IBM will electronically send your remittance to your EDI/FOX/WOI in-box. You will normally receive your remittance advice 1 to 2 days prior to the date the funds will be available in your account. Please provide your EDI/FOX/WOI mailbox / userid in the space to the right of the option 1 check-box. Option 1 is recommended for all EDI/FOX/WOI users.

Option 2 : IBM will electronically send your remittance to your bank along with the payment. When choosing this option you will need to set up an agreement with your bank for them to forward you this information. (IBM will be sending the payment and remittance advice in an X-12 820 CTX file via the ACH).

Signature / Company Contact:

The form must be signed by someone in your company who has the authorization to permit IBM to electronically send payments to your company's bank account

Faxing Instructions:

A copy of a voided check is recommended to validate your EFT Banking information. Please fax this form along with a copy of a voided check to (845) 492-3399.

SVI Business Partner Statement

The SVI Business Partner Statement is a statement that is available on the web and which shows the details of the SVI payments that have been approved for payment for your company during the past month. The statement is posted at the end of every month. If this date falls on a weekend, the statements will be available on the following Monday. The statement can be accessed by anyone in your company who is "Authorized to Access BPIMS", and it can be either viewed on the screen or downloaded as a file. Instructions are provided below on how to become "Authorized to Access BPIMS".

The SVI Business Partner statement shows the amount of payment for each opportunity, and the underlying details of the sale including end user customer name, IBM sales order number and date, part numbers which qualified for SVI incentive, end user entitled price(s), and the incentive type on which the fee was based.

How to become "Authorized to Access BPIMS"

Before you can access the SVI Business Partner statement, you must ask the person in your company who is an Authorized Profile Administrator on IBM PartnerWorld to set you up as "Authorized to Access BPIMS". The following are the steps that they will need to take to do this:

1. Sign on to your company profile on IBM PartnerWorld by going to the following URL:
<http://www.ibm.com/partnerworld/partnertools>
2. Select the profile of the company employee who should have this access (double click to bring up profile)
3. Double click on the selection "Access Roles" (toward the bottom of the screen)
4. Check the box "Authorized to Access BPIMS"
5. Save the profile

Please note that this access will not be immediately effective; the company employee who is given this authorization will not be able to access the SVI Business Partner statement until some time from 24 to 72 hours later.

To access the SVI Business Partner Statement:

1. Launch your browser and go to the following URL:
<http://www.ibm.com/partnerworld/incentives/management>
2. Select your country from the drop down list, and click on the "Go" button
3. Click on the continue button
4. Enter your IBM PartnerWorld ID and password, and click on the "Submit" button
5. You will be asked to select the "relationship type" that you wish to work with (see next section for further information). If there is only one type, click on that. If there is more than one "relationship type", click on each one in turn and repeat steps 6 through 8 for each until you find the one which has the SVI partner statements posted (in step 8)
6. Click on the word "Statement" in the blue box in the upper right corner "ACCOUNT" with "Status Statement" underneath it.
7. If you have had SVI payments, you should see one or more statements listed. Each statement covers a month of activity (the statement date indicates the end date of the month covered). Some months may be missing (if you did not have any SVI activity during that month). Select one of the months, and click on the link for that month under the "Business Partner" heading.

8. Scroll down on the resulting page until you see "SVI Opportunity Sales Transactions" (if you do not see this, then either you are selected the wrong "relationship type" in step 5, or you had no SVI activity during the month selected).
9. You can click on the "View" button to the right of "SVI Opportunity Sales Transactions", or else on the zip file name. The "View" button will bring up the statement on your screen. Clicking on the zip file name will allow you to download a zip file. The htm file in the zip file contains the statement for that month.

"Relationship Type" and the SVI Business Partner statement

SVI payments are made by IBM Business Partner Incentive Management System (BPIMS). This system handles payments for other IBM channel incentive programs in addition to SVI. Your company may already be active in some of these other programs, if so; you will see other statements in addition to the SVI payment statements. Some of these other programs have a key enrollment parameter of "relationship type", which is why this is a key selection criteria in accessing your statement. The "relationship type" for SVI has been assigned arbitrarily, and may not represent the actual nature of your business. Once you have found the "relationship type" under which your SVI statements have been posted, please make a note of it, since that is where all future SVI statements should be posted. (On very rare occasions, the system developers may move your SVI statements to a different "relationship type", so if you cannot find your SVI statements under the relationship type that you expect, repeat steps 5 through 8 above to see if your SVI "relationship type" has been reassigned.)

Payment Inquiries

Business Partners have one month from the date they receive their SVI fee payment in which to raise any inquiries about the payment. Inquiries regarding payment after this time will not be accepted. Inquiries must be submitted in writing via e-mail to the IBM contact for the country as specified below, in the section **Contacts**.

The inquiry must include the following information:

- Business Partner Company's Name
- Contact Person's Name and E-mail Address
- A description of the payment discrepancy or error, including the specific IBM Sales Order Number, transaction date and end user customer name.
- Please enter the following as the subject of the email: Query on SVI Fee Payment - "Your Company Name".

IBM will review Business Partner inquiries and respond in writing, via e-mail, within one month from the date we receive a request that is complete, as specified above. If a Business Partner is entitled to a higher fee payment, and then an adjustment payment will be made. If a Business Partner was overpaid fees, IBM will provide information on how repayment should be made to us.

Queries regarding payments after this time will not be accepted.

Payment Schedule

Software Value Incentive fees will be paid on a quarterly basis.

SVI Fee Payment Adjustments

Adjustments may be due to errors or other invoice adjustments.

An example of an adjustment would be a transaction which resulted in eligible sales order line items totaling 15,000 USD during second quarter and is returned in the fourth quarter. A resulting fee adjustment will be made based on the recalculated second quarter sales order line item revisions.

IBM will periodically review previously eligible SVI transactions to determine if there have been any IBM invoice adjustments that have occurred which would result in an adjustment to a Business Partner's SVI fees. If we determine that the Business Partner has been overpaid, we will adjust their future eligible SVI fee payments. In the event we can not adjust any future eligible SVI Fee Payments for the amount the Business Partner owes us, we will provide instructions on how payment to IBM should be made for the amount due.

Audit

When a discrepancy is identified, IBM reserves the right to audit a Business Partner's transaction documentation and contact the end user customer for resolution. IBM will make an effort to contact the Business Partner prior to our contacting the end customer in these situations. If it is determined that a Business Partner has misrepresented or falsified the information, then IBM reserves the right to take one or more of the following actions:

- Forfeit of fees
- Recovery of fees
- Termination from SVI

In order to protect Business Partners' investment in opportunity identification and active selling, IBM will periodically review submitted opportunities to determine if the Business Partner is operating in the spirit of the offering. Examples of situations that are cause for termination include but are not limited to the following:

- Registering excessive numbers of incomplete or invalid opportunities
- Constantly over inflating the estimated deal revenue
- Regularly registering to sell every brand in an opportunity
- Frequently registering opportunities that never close
- Continuously registering opportunities which have recently expired
- Consistently registering additional brand content for opportunities that are already in IBM's opportunity management system
- Repeatedly providing inadequate sales documentation.
- Failure to cooperate if we ask for additional documentation.
- Regularly being the subject of complaints by other Business Partners.

If an audit review shows that a Business Partner on more than three occasions provided inadequate or false information or have failed to operate in the spirit of the program, IBM may exercise the PartnerWorld Agreement "right-to-terminate" clause. In this case, the Business Partner can reapply for the Software Value Incentive after a period of 12 months.

Termination

Either party may terminate participation under the Software Value Incentive per the terms and conditions in the IBM PartnerWorld Agreement – International.

If a Business Partner informs us that they do not accept a revision to the Software Value Incentive Attachment IBM may terminate their participation in this offering immediately.

If a Business Partner's participation in this offering is terminated, IBM will notify them in writing of the process to settle any outstanding fee payments to them or repayments to us for any overpayment of adjustments of fees.

Should IBM decide to terminate a Business Partner's participation in the Software Value Incentive, IBM will send a letter to the Primary Relationship Contact listed in their PartnerWorld Profile. If a Business Partner is terminated from SVI for cause then their membership in PartnerWorld may also be terminated.

Termination and removal from SVI due to a Business Partner lacking the required enrollment certifications

IBM will enforce the SVI enrollment certification requirement without exception (three or more current software IBM Certifications, of which two must be technical certifications or Technical Sales Masteries or an effective Software ValueNet Agreement for one or more Software ValueNet portfolios participating in SVI. If, in checking the annual certification requirement in January each year, the SVI operations team finds that a Business Partner does not meet the enrollment criteria, the following will take place:

1. The Business Partner is notified that they have failed the certification requirement and will receive a termination notice from IBM.
 - IBM will set the Business Partner's SVI application to Status = Inactive, Status Reason = Terminated in the PartnerWorld Profiling System.
 - Notification will also be sent to the Global Partner Portal (GPP) System Administration team to remove the Business Partner's SVI access in GPP in 30 days.
2. The Business Partner has 30 days from the termination effective date to finalize any existing opportunities that they have already closed as won, i.e., provide any required information or supporting documentation to complete the claim. After 30 days, the Business Partner's SVI access in the GPP application will be terminated.

The following rules will be applied against existing opportunities that have been closed as Won prior to the Business Partner's SVI access being removed from GPP. Note: IBM will not grant exceptions to these rules.

- If the IBM Sales Order Date is before the date that the Business Partner is removed from SVI, the Business Partner can still receive fee payments for these opportunities (provided that they meet the remaining criteria).
 - The Opportunity must have been Eligible for Full Participation or Eligible for Partial Participation (Overall SVI Status code).
 - The Opportunity must have been submitted for SVI Eligibility at least 15 days prior to the date that the Business Partner was removed from SVI.
 - The Business Partner must submit the opportunity for Payment Request no more than 30 days after the date they are removed from SVI.

- Opportunities that do not have a matching IBM Sales Order at the time the Business Partner was removed from SVI will not be eligible for payment.

SVI Opportunities that have not been closed as won will remain in their present SVI status in GPP for a period of 90 days to allow the Business Partner to rejoin SVI and retain their opportunities.

- After 90 days, if the Business Partner has not been approved for SVI (i.e., obtained necessary certifications and/or re-applied for SVI), their opportunities will be moved to an Overall SVI status of 'Denied Participation'.
- If the Business Partner obtains the required certifications and approved SVI status within the 90 days and before the Sales Order Date on any of their retained opportunities, they can be eligible for SVI fees payments on those opportunities provided they meet all other requirements.
- After this time, other SVI qualifying Business Partners will be eligible to register these opportunities and earn fees (provided the opportunities meet the remaining SVI criteria).

Examples:

1. Business Partner A lacks the required SVI certifications on the 1st of January 2009 and is removed from SVI. They have one registered SVI opportunity in GPP in Eligible Participation status which closed on the 30th of December (IBM Sales Order Date = 30 December 2008).

Business Partner A has until the 30th of January to attach all supporting sales documentation and submit the opportunity for payment request.

2. Business Partner B lacks the required SVI certifications on the 1st of January 2009 and is removed from SVI. At this time, they have three registered SVI opportunities in GPP in Eligible Participation Status.

Business Partner B obtains the necessary certifications, re-applies for SVI and is reinstated into SVI on the 20th of March 2009.

Two of the three opportunities close on the 15th of March (IBM Sales Order Date = 15 March 2009); the third opportunity closes on the 30th of March (IBM Sales Order Date = 30 March 2009).

Even though the opportunities have not been changed to an SVI status of 'Denied Participation', since 90 days have not passed, the two opportunities with IBM Sales Order Date = 15 March 2009 are not eligible for SVI fees, since the Business Partner was not Active in SVI on that date.

The opportunity with the IBM Sales Order Date = 30 March 2009 would be eligible for SVI fees, provided all other criteria are met.

3. Business Partner C lacks the required SVI certifications on the 1st of January 20079 and is removed from SVI. At this time, they have one registered SVI opportunity in GPP in Eligible Participation Status. As of the 2nd of April 2009, Business Partner C has not obtained the required certifications to be eligible to reapply for SVI; therefore, the opportunity is moved to 'Denied Participation' status. Business Partner D, an Active SVI Partner, submits this same opportunity for SVI eligibility. Business Partner D is eligible to receive SVI fees on this opportunity, provided all other criteria are met.

Retaining Records

Business Partners will retain records that support transactions and records which pertain to the collection of SVI Identify and Sell fees.

For business review purposes, Business Partners will retain and make these records available for three years from the date of related transaction or fee payment. They may, however, retain additional documents that they deem necessary.

At a minimum, a Business Partner participating in Software Value Incentive that resells software to end users must retain copies of invoices to, or other legal documents (e.g., contracts) with the end users for solutions that identify IBM software included in the SVI transactions.

For sales where the SVI Business Partner refers end users to IBM or another Business Partner for software fulfillment, the SVI Business Partner must retain copies of their invoices to, or other legal documents (e.g., contracts) with the end users for the associated SVI transactions.

Contacts

Business Partner Contacts

We will use the Business Partner's PartnerWorld Primary Relationship Contact as defined in their headquarters location in their PartnerWorld profile as the single point of contact for communications regarding the Software Value Incentive offering.

We will use the Business Partner GPP Administrator(s) as the contact point for day to day Global Partner Portal SVI operations communications. If the Business Partner company has more than one GPP Administrator, then all of them will be sent the communication.

IBM Contacts

If Business Partners have questions about the Software Value Incentive offering or they need to submit required information in writing, then they should use the information below to contact IBM:

Country: United States, Canada, Puerto Rico

Geography Program Manager: Lupe R Chavez

Postal Address to submit written notices and/or inquiries

IBM
Attn: Lupe R Chavez
444 Round Rock Road
Cedar Hill, TX 75104

E-mail Address to submit inquiries or questions: sviag@us.ibm.com

Telephone Number for questions: 1 214-233-3350

Fax Number: 1 214-233-3350

Brazil

Geography Program Manager: Emerson Piolli
Country Contact: Luciana P. dos Santos

Postal Address to submit written notices and/or inquiries

IBM Corporation
Attn: Luciana P. dos Santos
Rua Tutoia, 1157
Sao Paulo, SP
Brasil 04007-900

E-mail Address to submit inquiries or questions: lsantos@br.ibm.com

Telephone Number for questions: 55-11-2132-5230

Fax Number: 55-11-2132-5179

SSA (Spanish South America)

Geography Program Manager: Emerson Piolli
Country Contact: Joanna Huanay

Postal Address to submit written notices and/or inquiries

IBM Corporation
Attn: Joanna Huanay
Prol. Av. Javier Prado Este 540
La Molina, HQ
Lima, Peru

E-mail Address to submit inquiries or questions: jhuanay@pe.ibm.com

Telephone Number for questions: 51-1-625-6195

Fax Number: 51-1-349-0235

Mexico

Geography Program Manager: Emerson Piolli
Country Contact: Helue Daniela Lujan

Postal Address to submit written notices and/or inquiries

IBM Corporacion
Attn: Helue Daniela Lujan Mancha
Alfonso Napoles Gandara
Col. Parque Corporativa de Pena Blanca
C. P. 01210 Alvaro Obregon
Mexico City, D. F.

E-mail Address to submit inquiries or questions: hlujan@mx.ibm.com

Telephone Number for questions: 525-55-270-3000 ext 6151

Escalation Process

When Business Partners dispute an IBM decision, (for example, an opportunity record that IBM has denied for eligibility) they can request an escalation.

To request an escalation:

- Business Partners should contact their IBM Software Business Partner Representative via e-mail. The IBM Software Business Partner Representative will review the issue with the IBM SVI Approver and the Software Channel Management Team.
- Business Partners that do not have a Software Business Partner Representative should contact PartnerWorld Contact Services (Helpdesk) via e-mail. They will engage the IBM SVI Approver and the Software Channel Management to review the issue.

Appendices

Appendix A – Minimum Order Threshold and Currency for Fee Payments by Geography/Country

Note: The Minimum Revenue Thresholds for countries where the currency in which IBM does business is not USD are set using the same methodology that is used to set that country's product prices. This methodology was used so Business Partners would qualify based on selling a similar software stack, or said another way, selling approximately the same quantity of licenses for a given product.

AMERICAS

Country	Minimum Order Threshold	Currency Used
Argentina	5,000 USD	USD
Brazil	5,000 USD	BRL
Canada	11,492 CAN	CAD
Chile	5,000 USD	USD
Colombia	5,000 USD	USD
Ecuador	5,000 USD	USD
Mexico	5,000 USD	USD
Peru	5,000 USD	USD
Puerto Rico	10,000 USD	USD
United States	10,000 USD	USD
Uruguay	5,000 USD	USD
Venezuela	5,000 USD	USD

Appendix B – Software Value Incentive Fee Schedule and Payment Examples

For SVI fee calculation details, see the section titled Fee Calculations and refer to the examples below. For Software ValueNet Business Partners, refer to the Appendix titled '*SVI Business Rules for Software ValueNet by Portfolio*'.

SVI Fees	<u>Identify</u> (Fee Payment)	<u>Sell</u> (Fee Payment)
Base (Enterprise/GB)	5%	5%
Premium for GB	+5%	+5%

Examples of a Software Value Incentive Fee Calculation

(All examples are stated in US Dollars - - USD)

Example 1: Business Partner Identifying and Selling an Opportunity to a GB End User

Step 1: A Business Partner (Business Partner A) who has enrolled and been approved in SVI registers an opportunity in Global Partner Portal, and submits the following for eligibility under SVI (some details are omitted):

Row ID	Type	Brand Family	Revenue	SVI Status	Duplicate	Incentive Fee Type
001	SW	Tivoli Storage	20,000			

Step 2: IBM reviews the opportunity, and determines that it is a net new opportunity to IBM. Business Partner A receives the following notification:

Row ID	Type	Brand Family	Revenue	SVI Status	Duplicate	Incentive Fee Type
001	SW	Tivoli Storage	20,000	Net New	No	Identify & Sell

Step 3: At least 15 calendar days later, Business Partner A wins the business, closes the opportunity as won, provides information on the Global Partner Portal opportunity header to enable IBM to identify the resulting sale (for example, IBM Account Customer Number, Passport Advantage Agreement Number). Business Partner A then attaches the documentation supporting their participation in the sale, and submits the opportunity for payment. IBM reviews the sales documentation, approves the sales involvement of Business Partner A, and identifies an IBM sales order based on the end user information provided by Business Partner A. The sales order was placed for an end user who is designated by IBM as a GB account. The details on the IBM sales order are as follows (some details omitted):

Part Number	Description	Quantity	Unit SVP	Total SVP
D5158LL	TSM Client License + SW Subscrip & Suppt	450		

IBM determines that the suggested volume price for this sales order is as follows:

Part Number	Description	Quantity	Unit SVP	Total SVP
D5158LL	TSM Client License + SW Subscrip & Suppt	450	52.49	23,620.50

This sales order is for a part number in the Tivoli Storage Brand Family, and the amount of the total suggested volume price (SVP) is within the allowable range of the registered revenue opportunity for this Brand Family, so the total SVP qualifies for the SVI Identify & Sell incentive for Business Partner A.

The fees are calculated as follows:

Fee percentage is 20% (5% for Identify incentive, plus an additional 5% for GB-Identify premium, plus 5% for Sell Incentive, plus an additional 5% for GB-Sell premium). 20% of 23,620.50 USD is 4,724.10 USD.

Business Partner A will be approved for a payment of 4,724.10 USD which will be paid at the next quarterly payment cycle.

Example 1A: Business Partner A is also the Fulfillment Business Partner for this Opportunity

In this case, Business Partner A would receive the base fulfillment discount and the GB fulfillment rebate for this sale via their preferred distributor at the time the transaction is fulfilled. Business Partner A would also receive the SVI Identify and Sell Incentives plus the additional SVI GB Identify and Sell Premiums as a fee payment made directly to their firm at the next quarterly payment cycle (after IBM reviews their sales documentation, approves the sales involvement and identifies an IBM sales order based on the end user information provided).

Example 1B: Business Partner A identifies and influences the customer's buying decision for this Opportunity, but the sale is fulfilled by a second Business Partner (Business Partner B)

In this case, Business Partner B would receive the base fulfillment discount and the GB fulfillment rebate for this sale via their distributor at the time the transaction is fulfilled. Business Partner A would receive the SVI Identify and Sell Incentives plus the additional SVI GB Identify and Sell Premiums as a fee payment made directly to their firm at the next quarterly payment cycle (after IBM reviews their sales documentation, approves the sales involvement and identifies an IBM sales order based on the end user information provided).

Example 2: Complex Opportunity for non-GB End User (possibly an ELA)

Step 1: A Business Partner who has enrolled and been approved in SVI registers an opportunity in Global Partner Portal, and submits the following for eligibility under SVI (some details are omitted):

Row ID	Type	Brand Family	Revenue	SVI Status	Duplicate	Incentive Fee Type
001	SW	Tivoli Storage	20,000			

002	SW	Data Management	50,000			
003	SW	Lotus Domino Infrastructure - Messaging	40,000			

Step 2: IBM reviews the opportunity, and determines that the Data Management and Lotus Domino parts of the opportunity are already registered. However, in the case of the Data Management the owner of the registered opportunity has listed the Business Partner as a sales resource. IBM therefore sends the following notification to the Business Partner:

Row ID	Type	Brand Family	Revenue	SVI Status	Duplicate	Incentive Fee Type
001	SW	Tivoli Storage	20,000	Net New	No	Identify & Sell
002	SW	Data Management	50,000	Sales Resource	Yes	Sell Only
003	SW	Lotus Domino Infrastructure - Messaging	40,000	Duplicate Opportunity	Yes	None

Step 3: At least 15 calendar days later, the Business Partner wins the business, closes the opportunity as won, provides information on the Global Partner Portal header to enable IBM to identify the resulting sale (for example, IBM Account Customer Number, Passport Advantage Agreement Number). The Business Partner then submits the documentation supporting their participation in the sale, and submits the opportunity for payment. IBM reviews sales documentation, approves the sales involvement of the Business Partner, and identifies an IBM sales order based on the end user information provided by the Business Partner. The sales order was placed for an end user who is not designated by IBM as a GB account. The details on the IBM sales order are as follows (some details omitted):

Part Number	Description	Quantity	Unit SVP	Total SVP
D5158LL	TSM Client License + SW Subscrip & Suppt	100		
E00AJLL	TSM Client Subscrip & Suppt Renewal	100		
D53HVLL	TAM Value Unit License + SW Subscrip & Suppt	300		
E0170LL	TAM Value Unit Subscrip & Suppt Renewal	300		
D56CILL	DB2 UDB User License + SW Subscrip & Suppt	100		
E028NLL	DB2 UDB User Subscrip & Suppt Renewal	100		
D5C52LL	Lotus Notes User License + SW Subscrip & Suppt	250		
E1C56LL	Lotus Notes User Subscrip & Suppt Renewal	250		

IBM determines that the suggested volume price for this sales order is as follows:

Part Number	Description	Quantity	Unit SVP	Total SVP
D5158LL	TSM Client License + SW Subscrip & Suppt	100	52.49	5,249
E00AJLL	TSM Client Subscrip & Suppt Renewal	100	10.50	1,050
D53HVLL	TAM Value Unit License + SW Subscrip & Suppt	300	29.39	8,817
E0170LL	TAM Value Unit Subscrip & Suppt Renewal	300	5.88	1,764

D56CILL	DB2 UDB User License + SW Subscrip & Suppt	100	757.00	75,700
E028NLL	DB2 UDB User Subscrip & Suppt Renewal	100	152.00	15,200
D5C52LL	Lotus Notes User License + SW Subscrip & Suppt	250	119.00	29,750
E1C56LL	Lotus Notes User Subscrip & Suppt Renewal	250	30.89	7,723

Only some parts of this sales order qualify for SVI for this Business Partner. The first line on the sales order (TSM client license) is a part number in the Tivoli Storage Brand Family, and even though the total SVP of 5,249 USD is less than the registered opportunity amount of 20,000, USD, this will qualify for SVI as long as there is sufficient additional qualifying revenue in the sales order to take the total qualifying amount over the minimum qualifying revenue level (assumed for this example to be 10,000 USD).

There is a second part number which qualifies: the fifth line on the sales order (DB2 UDB User License) is a part number in the Data Management Brand Family. The Business Partner has been approved for Sell Only incentive for their registered opportunity of 50,000 USD. The total SVP of this qualifying Data Management Brand Family part number is equal to 75,700, not 50,000, so the Business Partner will only qualify for SVI up to the allowable range for this opportunity. The allowable range is 62,500 USD (equals the registered opportunity amount of 50,000 * 1.25).

Therefore the sum of the qualifying revenue for this Business Partner is 67,749 USD (5,249 Tivoli Storage Brand plus 62,500 Data Management). This sum is in excess of the minimum qualifying level (assumed to be 10,000 USD for this example) so the Business Partner will be approved for SVI fees.

The fees are calculated as follows:

Fee percentage for the Tivoli Storage Brand part number is 10% (5% for Identify incentive, plus 5% for Sell Incentive). 10% of the qualifying Tivoli Storage Brand SVP is 525 USD (5,249 USD * 0.1)

Fee percentage for the Data Management Brand part number is 5% (5% for Sell Incentive; this Brand Family was not approved for the Identify Incentive). 5% of the qualifying Data Management SVP is 3,125 USD (62,500 USD * 0.05)

The Business Partner will be approved for a payment of 3,650 USD (525+3,125) which will be paid at the next quarterly payment cycle.

The reason that the other line items on the sales order did not qualify for SVI fees are as follows:

Lines 2, 4, 6, and 8 are SW Subscription & Support renewal part numbers; they have no new license content, and therefore are not eligible for SVI

Line 3 is a part number belonging to the Tivoli Access Management Brand Family which was not registered by this Business Partner as a part of this opportunity

Line 7 is a part number belonging to the Lotus Domino Infrastructure – Messaging Brand Family; this opportunity was registered by this Business Partner, but the registration was not approved for SVI incentives since it was a duplicate opportunity

Example 3: Business Partner C Identifies, Sells and Fulfills their registered Value Advantage Plus solution in the GB Market

Step 1: A Value Advantage Plus Business Partner (Business Partner C) who has enrolled and been approved in SVI registers an opportunity in Global Partner Portal, and submits the following for eligibility under SVI (some details are omitted):

Row ID	Type	Brand Family	Revenue	SVI Status	Duplicate	Incentive Fee Type
001	SW	WebSphere – App Servers	12,000			

Step 2: IBM reviews the opportunity and determines that it is a new opportunity (not previously known to IBM). Business Partner C receives the following notification:

Row ID	Type	Brand Family	Revenue	SVI Status	Duplicate	Incentive Fee Type
001	SW	WebSphere – App Servers	12,000	Net New	No	Identify & Sell

Step 3: At least 15 calendar days later, Business Partner C wins the business with a sale of their registered Value Advantage Plus solution (e-Commerce Solution Offering); closes the opportunity as won, provides information on the Global Partner Portal opportunity header to enable IBM to identify the resulting sale (for example, IBM Account Customer Number, Passport Advantage Agreement Number). Business Partner C then submits the documentation supporting their participation in the sale, and submits the opportunity for payment. IBM reviews sales documentation, approves the sales involvement of Business Partner C, and identifies an IBM sales order based on the end user information provided by Business Partner C. The sales order was placed for an end user who is designated by IBM as a GB account. The details on the IBM sales order are as follows (some details omitted):

Part Number	Description	Quantity	Unit SVP	Total SVP
D5CB9LL	IBM WebSphere Application Server Processor License + SW Subscrip & Suppt	4		

IBM determines that the suggested volume price for this sales order is as follows:

Part Number	Description	Quantity	Unit SVP	Total SVP
D5CB9LL	IBM WebSphere Application Server Processor License + SW Subscrip & Suppt	4	3,230.00	12,920.00

Business Partner C will receive the Value Advantage Plus rebate and the base fulfillment discount and GB fulfillment rebate via their preferred distributor and these are not included in the SVI fee calculation below.

This sales order is for a part number in the 'WebSphere – App Servers' Brand Family, and the amount of the total suggested volume price (SVP) is within the allowable range of the registered revenue opportunity for this Brand Family, so the total SVP qualifies. However since Business Partner C also received the Value Advantage Plus rebate on this transaction, they are ineligible for the SVI Sell Incentive. In this case, Business Partner C would only be eligible for the SVI Identify Incentive.

The corresponding SVI fees for this transaction are calculated as follows:
Fee percentage is 10% (5% for Identify incentive, plus an additional 5% for GB-Identify premium); Again, Business Partner C is ineligible for the SVI Sell incentive since they are

already receiving the Value Advantage Plus rebate. Therefore 10% of 12,920 USD is 1,292.00 USD.

Business Partner C will be approved for an SVI fee payment of 1,292.00 USD which will be paid at the next quarterly payment cycle.

Example 4: Business Partner D Identifies and Sells the Oppty by Business Partner C fulfilling their registered Value Advantage Plus solution in the GB Market

Step 1: Business Partner D, who is not a Value Advantage Plus Business Partner, but who has enrolled and been approved in SVI registers an opportunity in Global Partner Portal, and submits the following for eligibility under SVI (some details are omitted):

Row ID	Type	Brand Family	Revenue	SVI Status	Duplicate	Incentive Fee Type
001	SW	Websphere – App Servers	12,000			

Step 2: IBM reviews the opportunity and determines that it is a new opportunity (not previously known to IBM). Business Partner D receives the following notification:

Row ID	Type	Brand Family	Revenue	SVI Status	Duplicate	Incentive Fee Type
001	SW	Websphere – App Servers	12,000	Net New	No	Identify & Sell

Step 3: At least 15 calendar days later, Business Partner D wins the business with a sale that is fulfilled by Business Partner C with their Value Advantage Plus solution (e-Commerce Solution Offering). Business Partner D closes the opportunity as won, provides information on the Global Partner Portal opportunity header to enable IBM to identify the resulting sale (for example, IBM Account Customer Number, Passport Advantage Agreement Number). Business Partner D then submits the documentation supporting their participation in the sale, and submits the opportunity for payment. IBM reviews sales documentation, approves the sales involvement of Business Partner D, and identifies an IBM sales order based on the end user information provided by Business Partner D. The sales order was placed for an end user who is designated by IBM as a GB account. The details on the IBM sales order are as follows (some details omitted):

Part Number	Description	Quantity	Unit SVP	Total SVP
D5CB9LL	IBM WebSphere Application Server Processor License + SW Subscrip & Suppt	4		

IBM determines that the suggested volume price for this sales order is as follows:

Part Number	Description	Quantity	Unit SVP	Total SVP
D5CB9LL	IBM WebSphere Application Server Processor License + SW Subscrip & Suppt	4	3,230.00	12,920.00

Business Partner C will receive the Value Advantage Plus rebate and the base fulfillment discount and GB fulfillment rebate via their preferred distributor.

This sales order is for a part number in the 'WebSphere – App Servers' Brand Family, and the amount of the total suggested volume price (SVP) is within the allowable range of the registered

revenue opportunity for this Brand Family, so the total SVP qualifies for the SVI Identify & Sell incentive for Business Partner D.

The corresponding SVI fees for this transaction are calculated as follows:
Fee percentage is 20% (5% for Identify incentive, plus an additional 5% for GB-Identify premium, plus 5% for Sell Incentive, plus and additional 5% for GB-Sell premium). Therefore 20% of 12,920 USD is 2,584.00 USD.

Business Partner D will be approved for a payment of 2,584.00 USD which will be paid at the next quarterly payment cycle.

Appendix C – Mailing Address for Paper Copy Terms and Conditions

The following are the mailing addresses for Partners that accept the Software Value Incentive terms and conditions by signing a paper copy of the terms and conditions:

Please note: You must submit two original signed paper copies. Upon acceptance by IBM, one of the originals will be sent back to you.

ARGENTINA IBM Argentina S.A. Ing. Butty 275 - Piso 21. Buenos Aires - Argentina. CP : C1001AFA Atención : Maria Narbeburu	MEXICO IBM Sta Fe 4N ext. 6151 Alfonso Nápoles Gándara 3111 Parque Corporativo Peña Blanca Delegación Álvaro Obregón 01210, México, D.F. Atención : Helue Daniela Luján
BRAZIL IBM Brazil A/C Operações de Software Rua Tutoia, 1157 - 16º andar - Vila Mariana São Paulo - SP - Cep 04007-900	PERU IBM del Perú S.A.C. Av. Javier Prado Este 6230 La Molina - Lima Perú Atención : Patricia Mazzini
CHILE IBM de Chile S.A.C Av. Providencia 655 - Providencia Santiago de Chile - Chile Atención : Rodolfo Tapia	URUGUAY IBM del Uruguay S.A. Plaza Independencia 721 Montevideo - Uruguay Atención : Gabriel Berenstein
COLOMBIA IBM de Colombia & CIA SCA Carrera 53 No. 100-25 Bogotá - Colombia Atención : Uriel Guzman	VENEZUELA IBM de Venezuela S.A. Av. Ernesto Blohm , Edif. IBM Piso 3, Chuao, Caracas 1060 A. Venezuela Atención : Fabiana Mendoza
ECUADOR IBM Ecuador C.A. Almagro Nro. 32 - 48 y Whimper Quito - Ecuador Atención : Paulina Iza	

Appendix D – Countries requiring a Paper Copy Contract Signature

(Requires only Business Partner signature unless noted otherwise).

Argentina (1) Bolivia (1) Brazil (1) Chile (1) Colombia (1) Ecuador (1)	Mexico (1) Paraguay (1)	Peru (1) Uruguay (1) Venezuela (1)
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- (1) No fax, no photocopy
- (2) Requires both Business Partner and IBM signatures
- (3) Italian Country Unique PWA must be signed only when Italian participant receives benefits from IBM Italia.

Appendix E – Changes to the preferred distributor

In SVI, Business Partners may change their preferred distributor once in a rolling 12 month period from the time they are approved. To change the preferred distributor, IBM requires 30 calendar days written notice.

Note: If a Business Partner is enrolled in Value Advantage Plus prior to their application to SVI, they will be eligible to request a change to their preferred distributor only if they have not been approved for a change during the 12 month rolling time period as per the Value Advantage Plus business rules.

Any Business Partner who is approved for both Value Advantage Plus and SVI can change their preferred distributor once in any 12 month rolling period. . The preferred distributor must be changed in Value Advantage Plus with 30 calendar day's written notice. If approved, the preferred distributor change will then be updated in both the Business Partner's Value Advantage Plus and their SVI profile.

Please send the preferred distributor change notification to:

Please send the Preferred Distributor change notification to:

sviag@us.ibm.com

Notes:

- The Business Partner's preferred distributor will be changed after the 30 calendar days have elapsed from the time their notification was received.
- The distributor of record in the Business Partner's PartnerWorld® profile on the IBM Sales Order Date for an SVI opportunity is used to determine if the preferred distributor payment rule is met.

Appendix F – Enrolling in Software Value Incentive

The Business Partner's APA signs in to PartnerWorld <http://www.ibm.com/partnerworld/partnertools> and selects the appropriate Country Enterprise in which they wish to enroll. On the Country Enterprise page, the APA clicks on 'Benefits and Relationships' on the left navigation bar.

IBM United States [change] Terms of use

Home | Products | Services solutions | Support downloads | My account

← PartnerWorld PartnerWorld Profile >

Country enterprise

IBM PW Wentwood (2mnjaekg)

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the "Back" button on your browser to return to the previous page, or close the window or browser session that is displaying this page.

Please complete as many details as possible to get the most appropriate information for your company from PartnerWorld.

PartnerWorld summary	
Company full legal name	IBM PW Wentwood
Doing business as name	
CompanyId	2mnjaekg
Country enterprise headquarters location	IBM PW Wentwood - Dallas - United States - 2mn0495m
Status	Active
PartnerWorld	Member

On the Benefits and Relationships page, the APA clicks the hyperlink for Software Value Incentive.

IBM United States [change] Terms of use

Home | Products | Services solutions | Support downloads | My account

← PartnerWorld PartnerWorld Profile >

Benefits and relationships

This section of your company's profile shows the relationships your company has which are recognized by IBM. It also shows the additional benefits which your company has applied for (e.g. Software Value Incentive) or purchased, and provides you an opportunity to view and also manage those benefits where applicable.

[View relationships](#)
[Manage benefits](#)
[View more benefits](#)
[Software Value Incentive](#)
[Value Advantage Plus](#)
[Authorized Independent Training Provider](#)
[TCI for System z](#)

Related links

- Contact services
- User manual

On the Software Value Incentive page, the APA selects the profile in which they wish to register, and the SVI Terms and Conditions are displayed. The APA reviews the Terms and Conditions and clicks 'I Agree' to accept them.

After accepting the SVI Terms and Conditions, the SVI enrollment form is displayed. APA completes the SVI Enrollment Form. If the Business Partner is not currently enrolled in Value Advantage Plus, they must select their 'VAD Name' (or IBM.COM) from the drop down menu and then click 'Save' to submit the enrollment form.

Appendix G – SVI Status Codes

Step	Activity	Overall SVI Status	
1 or 3A	Either a.) The opportunity has not yet been submitted to IBM for SVI eligibility or b.) The opportunity has been returned to the Business Partner because it was Incomplete.	Draft	
2	Opportunity is Submitted to IBM for SVI Eligibility by Business Partner.	Duplicate Opportunity Search	
3B	Duplicate Opportunity Search has been completed by IBM.	Waiting Eligibility Decision	
3C	IBM made eligibility decision – All revenue records in opportunity are eligible.	Eligible Full Participation	Detail Status in each Revenue Record
3C	IBM made eligibility decision – Some revenue records in opportunity are eligible and some are not eligible.	Eligible Partial Participation	Detail Status in each Revenue Record
3C	IBM made eligibility decision - None of the revenue records in opportunity are eligible.	Denied Participation	Detail Status in each Revenue Record
5	Business Partner has submitted opportunity to IBM for Payment Request.	Waiting Order Validation	
6A	IBM has found the matching IBM sales order for the opportunity.	Waiting Sales Verification	
6A	IBM was not able to match the opportunity to a sales order	Sales Order Not Found	
6B	IBM approves Sales criteria met for one or more revenue records in the opportunity.	Reviewing Payment Rules	Detail Status in each Revenue Record
6B	IBM determines Sales criteria not met for any revenue records in the opportunity.	Denied for Payment Processing	Detail Status in each Revenue Record
7	Overall SVI Status updates based on feedback from the payment processing system (ODS & BPIMS). See Payment Processing Status Codes and Overall SVI Status Codes for Payment Information for the details.	Approved for Payment Approved for Partial Payment Paid Paid Partially Not Payable	Detail Payment Processing Status in Revenue Record
Multi	The Opportunity's Expiration Date has passed.	Expired	
Multi	The Opportunity has been Withdrawn by the Business Partner.	Withdrawn	

Appendix H – Sales Documentation Descriptions

Note: The following are general, industry accepted definitions for some of the examples listed in the section, Eligible Sales Documentation, These definitions are included for information purposes only; there is no stipulation that a Business Partner's sales documentation must contain all of the elements listed in these descriptions, or that these descriptions are inclusive of all documentation types that could be acceptable as Eligible Sales Documentation .

Product Presentation

Business Partners commonly deliver Product Presentations to their clients in the form of a slide presentation or written document. The discussion topics typically include the features, functions and benefits of the proposed solution, along with a statement of customer's business issues, and how the proposed solution will address their requirements.

Proposal

In complex sales situations, the process of selling can take several weeks or even months to complete. In some cases, offer and counter offers will go back and forth. The proposal provides a formal way for both sides to communicate in writing during these negotiations. Prospective buyers sometimes issue a Request for Proposal, (RFP), or an Invitation for Bids (IFB) to guide the sellers and provide specific information about what products or services they want. These specifications become the customer's requirements, and meeting requirements is a major objective in writing a successful proposal.

A properly accomplished proposal will put the buyer's requirements into a context that favors the seller's products and services, educating the prospective client about the full nature of his or her needs and the capabilities of the seller in satisfying those needs.

Basic components of a business proposal typically include:

- An orientation to the seller's capabilities or products
- A discussion of the client's key business issues
- A description of the solution offering and related benefits
- The cost of the offering and related products or services
- A schedule for delivery of the products or services
- An implementation plan for the installation of the product or services
- An education and training plan for end users of the products or services
- Testimonials from owners of products

Statement of work

Statement of Work (SOW) specifies the work to be done in developing or producing the goods or services to be delivered or performed by a contractor. The SOW is a legal document that binds the customer and the project provider and is typically used to resolve situations where questions around project scope, delivery and financial aspects arise.

Areas that are typically addressed by an SOW as follows:

Scope of Work: This describes the characteristics of the product or service to be delivered, specifies the hardware and software involved, and the outcome of the project.

Location of Work: This describes where the work is to be performed. This also specifies the location of the hardware and software and where the people will meet to perform the work. ,

Period of Performance: This specifies the allowable time for projects such as start and finish time, number of hours that can be billed per week or month, where the work is to be performed and anything else that relates to scheduling.

Deliverables Schedule: This lists the specific deliverables describing what is due and when.

Applicable Standards: This describes any industry specific standards that need to be adhered to in fulfilling the contract.

Acceptance Criteria: This specifies how the buyer or receiver of goods will determine if the product or service is acceptable, what criteria will be used to state the work is acceptable.

Special Requirements: This specifies any special hardware or software, specialized workforce requirements, such as degrees or certifications for personnel, travel requirements, and anything else not covered in the contract specifics.

Proof of Concept

In the field of business development and sales, a vendor may allow a prospect customer to trial the software product. This use of proof of concept helps establish visibility, technical issues, and overall direction, as well as providing feedback for budgeting and other forms of internal decision making processes.

In software development, a Proof of Concept (PoC) may also be referred to as a Proof of Technology or Pilot Project.

A Proof of Concept can refer to a partial solution that involves a relatively small number of users acting in business roles to establish whether the system satisfies some aspect of the requirements.

By contrast, the objective of a Proof of Technology (PoT) is to determine the solution to some technical problem, such as how two systems might be integrated or that a certain throughput can be achieved with a given configuration.

A Pilot Project refers to an initial roll out of a system into production, targeting a limited scope of the intended final solution. The scope may be limited by the number of users who can access the system, the business processes affected, the business partners involved or other restrictions as appropriate. The purpose of a pilot project is to test whether the system is working as it was designed while limited business exposure.

Prototyping is the process of quickly putting together a working model (a prototype) in order to test various aspects of a design, illustrate ideas or features and gather early user feedback. A prototype typically implements only a small subset of the features of the eventual program, and the implementation may be completely different from that of the eventual product. The purpose of a prototype is to allow users of the software to evaluate proposals for the design of the eventual product by actually trying them out, rather than having to interpret and evaluate the design based on descriptions.

Obviously, the POC or Prototype itself cannot be an attachment in Global Partner Portal, but there are multiple documents (such as email strings, calendar invitations, SOW etc) related to the planning and execution of a PoC, PoT or Pilot that can provide evidence of it having been performed. For example, PoC documentation could include:

- * Gathering of requirements for performing the PoC
- * Agreement to perform a PoC
- * Desired outcome/goals for performing the PoC
- * Technical function (such as connectivity, response time) to be tested during the PoC
- * Activities to be performed during the PoC and by whom
- * Schedule of Personnel and Resources involved in performing the PoC
- * Responsibilities and tasks assigned
- * Screenshots of the installed solution
- * Results of the PoC

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Architectural study

Software engineering processes are composed of many activities, and developers (roughly) follow these steps in order. They state current environment, requirements, analyze them, design a solution approach, architect a software framework for that solution, develop code, test, deploy, and maintain. After each step is finished, the methodology proceeds to the next step, just as builders don't revise the foundation of a house after the framing has been erected. An Architecture Study typically defines the business objectives, and aligns the system requirements with the business goals.

Elements of an Architectural Study can include: Requirements Analysis, Specification, Design and Architecture, Coding, Testing, Documentation, and Maintenance.

The term also refers to documentation of a system's software architecture. Documenting software architecture facilitates communication between stakeholders, documents early decisions about high-level design, and allows reuse of design components and patterns between projects.

Architectural studies are typically authored by:

- Enterprise Architect - deals with strategic software decisions (aligning IT with the business), typically involving many software systems within an organization, across several projects teams, typically at more than one site.
- Application Architect - are concerned with a single software application.
- Solution Architect - are focused on driving a particular business solution, which needs interactions between multiple applications.

The architect is responsible for choosing a standard way of doing application development, and defining/creating an Application framework to use for the application.

Implementation Plan

A product software implementation method is a blueprint to get users and/or organizations running with a specific software product. The method is a set of rules and views to cope with the most common issues that occur when implementing a software product: business alignment from the organizational view and acceptance from the human view.

The complexity of implementing product software differs on several issues. Examples include the number of end users that will use the product software, timeline for the installation of the software and training of end users on the new solution, and the effects that the implementation has on changes of tasks and responsibilities for the end user.

Sizing or configuration document

Sizing or Configuration documents typically address these topic areas: What exact version of the software product is being recommended, and what are the functional and physical characteristics of the product? What hardware and other system resources will be required to support the installation? What are the various components of the solution and how will each be installed? What are the process and tools used to manage the implementation?

Appendix I – BANT Template

Budget Authority Need Timeframe (BANT) Criteria Template v3.4

- Register only validated opportunities (SSM Stage 4 or higher)
- Refer to the SVI Operations Guide for additional details on BANT requirements.
- This BANT Criteria Template is considered **mandatory**. All fields are required.
- Opportunity records lacking descriptions of a Customer's Budget, Authority, Need and Timeframe (BANT) will be rejected as incomplete.
- Please save your attachment with a document name that includes the opportunity number and account name (example: "BANT for XYZ Company 1JF-ABCDE.doc")

SVI Opportunity Number:	
Project Name: (Also enter the Project Name in the Description Field in the GPP tool.)	

Has IBM engaged you in this opportunity?	Yes	No
If so, have you been added to their CRM Siebel record?	Yes	No
Please provide IBM CRM Siebel opportunity number and/or name of IBM direct sales rep:		

Eligible End Users include anyone in the country for which you have been SVI approved, who is not part of the Enterprise of which you are a part and who is acquiring products for their own use and not for resale. Enterprise is any legal entity and the subsidiaries it owns by more than 50 percent.	
Check here to certify that this customer is not a part of the Enterprise of which you are a part.	

List ALL names that customer does business as (DBA) including all abbreviations, parent company, divisions and subsidiaries. Public Sector accounts should not be submitted for eligibility.*

PASSPORT: *Your VAD can assist you in determining if the customer has a current Passport contract and advise you of the full legal name and address that appears on the contract.*

Passport Agreement # (5 digits)	
Passport Site # (7 digits)	
Check here if customer <u>does not</u> currently have a Passport contract	
What is the Customer Name and Address as it appears on the Passport Contract (either current contract, or contract to be established) under which the licenses will be purchased?	

In the GPP tool, enter the Sold-To Name and Address in the Account record.

BUDGET:

Describe how / if / when budget has been, or will be, identified and approved for this project?

AUTHORITY:

Include at least one Customer C-level or Line-of-Business Executive on the Contacts tab in the GPP record. First Name, Last Name, Title, Phone and Email are mandatory fields. Procurement and Purchasing contacts are not valid executive decision makers.

NEED:

What is the name of the suggested IBM middleware software? If available, please include the Passport Part Number(s) or full name of IBM Middleware being proposed for this solution.

Describe the customer's business problem and the key benefits of the proposed solution using IBM middleware:

TIMEFRAME:

What is the timeline of key decision milestones, and what decision criteria will be used?
Enter the forecasted "close date" on the Revenue Tab in the GPP record. This is a mandatory field and must be at least 15 days from your opportunity submit date.

*** PUBLIC SECTOR ACCOUNTS**

Unless IBM otherwise expressly agrees in writing, you will not be eligible for any fees or other compensation under this Agreement for any sales to a Public Sector End User. A Public Sector End User shall be defined as (i) the government of any country, state, province, city, county, town, territory or other municipality within the Geographic Scope, (ii) any corporation, educational institution or other entity that is owned or controlled by, or subject to the procurement regulations of, any entity in subsection (i) immediately above and (iii) any prime contractor who holds a contract with any entity in subsections (i) and (ii), immediately above. The following entities are not Public Sector End Users: privately-owned and controlled (1) utility companies (2) hospitals and (3) research institutes that operate using non-government funds.

Note: If a confirmed account is determined at the time of SVI fee payment to be an End User that is part of a Public Sector enterprise, the fee payment will be denied even though IBM issued eligibility confirmation. Any SVI fee payment made in error will be recovered. Public Sector accounts are still eligible to receive fulfillment rebates and Value Advantage Plus rebates, but due to country laws, sales to these end users are not eligible for SVI Identify and Sell Incentive fee payments.

BANT information Examples

The following examples are acceptable descriptions of a customer's business problem and key benefits of the proposed solution using IBM middleware:

- Customer is having problems tracking sales opportunities and forecasting revenue. Proposing a Sales Force Automation Solution to allow sales team to track and forecast opportunities and maintain contact information using Domino and Lotus Notes.
- Customer is having problems receiving timely product shipments from its suppliers. Proposing Supply Chain Automation solution connecting suppliers directly to order system using Informix and WebSphere
- Customer needs to improve customer satisfaction and customer access to order information. Proposing a CRM solution that allows customers access to all account and order statuses using Rational and WAS.
- Customer needs to manage remote UNIX servers from a central location, including user management and software updates and distribution. Proposing centralized systems management solution with two Tivoli modules

The following examples are incomplete and unacceptable descriptions:

- Customer Ordered DB2
- Tivoli Software Opportunity
- Building Web application

The following BANT information example is acceptable:

- **Budget.** The management committee has approved the budget, which is available August 2006. The customer has budgeted \$550,000 for the entire project:
\$135,000 hardware, \$65,000 IBM software, \$200,000 ISV software, \$150,000 implementation services
- **Authority.** The decision maker is Jane Wilson, Vice President of Sales. She selects the final architecture and vendor.

Key influencers include: John Smith CIO, Sally Swanson – CFO, Jim Johnson – Director of Sales for Bedding Division

- Need: The customer is introducing a new line of foam bedding to match competitor offerings. The customer is currently setting up the manufacturing and inventory processes. They need a total ERP solution for this new division. We are proposing an ERP solution that runs on an I-Series, Our solution is similar to what is used in the customer's other divisions. The IBM middleware portion of the solution is WebSphere Application Server and WebSphere Portal.
- Timeline: The architecture decision is due by April 30th. The objective is for manufacturing to start in volume by August with first store shipments by October 1, 2009.

The following BANT information is incomplete or insufficient:

- Budget: The customer is budgeting \$550,000 for the entire project.
- Authority: The decision maker is Jane Wilson, VP of Sales.
- Need: The customer needs a new ERP package. We are proposing ERP solution running on an I-Series.
- Timeline: Purchase date September.

Appendix J – Business Partner Claim Submission Checklist

Prior to submitting an opportunity for payment request, Business Partners should review their attached sales materials against the following summary of the SVI eligible sales documentation requirements to ensure that all criteria are met.

1. Proof of Influence: Does the material authored by the Business Partner provide clear evidence of influence? Acceptable examples would be:
 - Proposal for IBM products
 - Recommendation for use of IBM products
 - Presentation recommending the use of IBM products with BP services or offerings
2. Evidence of two or more two way communications: Does the material provide clear evidence of two or more communications between the Business Partner and the end user? Acceptable examples would be:
 - E-mails with the end user discussing the IBM products
 - Documentation from formal meetings with confirmation of attendance by the end user
 - Letters and other correspondence with the end user discussing the IBM products
3. Configuration (Sizing)/quantity documentation: Does the material provide the configuration (sizing) or quantity of the recommended IBM products? Acceptable examples would be:
 - Statement of work, proposal, recommendation or other formal communication to the end user with specific quantity or configuration (sizing) information
 - Proof of concept or demonstrations that show the system/products recommended

Please answer the following questions prior to submission:

1. Does the material show that we (the Business Partner) authored the material?
2. Does the material document a clear recommendation for the use or purchase of eligible IBM software products?
3. Does the material show two or more two way communications for this specific opportunity?
4. Does the material outline the sizing of the opportunity or the quantity of products?
5. Are all documents dated?

If you answered "no" to any of these questions, please review your attachments and add the needed documentation prior to submitting the claim.

Appendix K – SVI Business Rules for Software ValueNet by Portfolio

IBM Cognos Portfolio

- Software ValueNet Business Partners approved for the IBM Cognos portfolio may register opportunities for products in this portfolio plus any other Software ValueNet portfolios participating in SVI in which they are authorized. They may also register opportunities for non-Software ValueNet portfolio products when they have a current software technical IBM Professional Certification or Technical Sales Mastery in the brand to which the product belongs. This certification must be in place at the time the opportunity is registered.
- **Submitting Opportunities and Adding Revenue Records to an Opportunity:**
 - Opportunities must be created in Global Partner Portal in order to be considered for SVI and submitted for SVI eligibility. This is the case even if the Business Partner has already entered the opportunity in salesforce.com. If the opportunity has been entered in salesforce.com, then that salesforce.com opportunity number must be entered in the 'Owner BP Oppty Number' field in the corresponding Global Partner Portal opportunity record.
 - A separate opportunity should be created for SWVN (Cognos, Optim, InfoSphere, FileNet) products and the opportunity should only contain SWVN brand families. This will facilitate IBM to uniquely process SVI SWVN opportunities.
- **Eligible Transactions:** Software ValueNet Business Partners approved for the IBM Cognos portfolio can only earn SVI fees on these IBM Cognos portfolio products in the event that the opportunity is fulfilled by the direct IBM sales team. SVI fees will *not* be paid on sales of IBM Cognos portfolio software which are fulfilled by a Business Partner. Products ordered under Flexible Contract Terms (FCT) are not eligible for SVI fees. Transactions processed under the Software ValueNet Support Provider relationship type are not eligible for SVI fees
- **Preferred distributor:** Software ValueNet Business Partners must select the same preferred distributor for SVI, Software ValueNet and Value Advantage Plus. If the Software ValueNet Business Partner is also participating in Value Advantage Plus, the preferred distributor in their SVI enrollment will be automatically set to the preferred distributor they selected for Value Advantage Plus.
- **SVI Business Rules:** SVI Business Rules for the IBM Cognos portfolio are the same as the standard SVI business rules with the exception of Eligible Transactions, where SVI fees will only be paid when the opportunity is fulfilled by the direct IBM sales team.
- **SVI Fees:** The SVI Fee Schedule for the Software ValueNet IBM Cognos portfolio is the same as the standard SVI fee schedule. See the **Appendix** titled *Software Value Incentive Fee Schedule and Payment Examples* for further information.

IBM Optim Portfolio

- Software ValueNet Business Partners approved for the IBM Optim portfolio may register opportunities for products in this portfolio plus any other Software ValueNet portfolios participating in SVI in which they are authorized. They may also register opportunities for non-Software ValueNet portfolio products when they have a current software technical IBM Professional Certification or Technical Sales Mastery in the brand to which the product belongs. This certification must be in place at the time the opportunity is registered.
- **Submitting Opportunities and Adding Revenue Records to an Opportunity:**
 - A separate opportunity should be created for SWVN (Cognos, Optim, InfoSphere, FileNet) products and the opportunity should only contain SWVN brand families. This will facilitate IBM to uniquely process SVI SWVN opportunities
- **Eligible Transactions:** Software ValueNet Business Partners approved for the IBM Optim portfolio can only earn SVI fees on these IBM Optim portfolio products in the event that the opportunity is fulfilled by the direct IBM sales team. SVI fees will *not* be paid on sales of IBM Optim portfolio software which are fulfilled by a Business Partner. Products ordered under Flexible Contract Terms (FCT) are not eligible for SVI fees. Transactions processed under the Software ValueNet Support Provider relationship type are not eligible for SVI fees.
- **Preferred distributor:** Software ValueNet Business Partners must select the same preferred distributor for SVI, Software ValueNet and Value Advantage Plus. If the Software ValueNet Business Partner is also participating in Value Advantage Plus, the preferred distributor in their SVI enrollment will be automatically set to the preferred distributor they selected for Value Advantage Plus.
- **SVI Business Rules:** SVI Business Rules for the IBM Optim portfolio are the same as the standard SVI business rules with the exception of Eligible Transactions, where SVI fees will only be paid when the opportunity is fulfilled by the direct IBM sales team.
- **SVI Fees:** The SVI Fee Schedule for the Software ValueNet IBM Optim portfolio is the same as the standard SVI fee schedule. See the **Appendix** titled *Software Value Incentive Fee Schedule and Payment Examples* for further information.

IBM InfoSphere Portfolio

- Software ValueNet Business Partners approved for the IBM InfoSphere portfolio may register opportunities for products in this portfolio plus any other Software ValueNet portfolios participating in SVI in which they are authorized. They may also register opportunities for non-Software ValueNet portfolio products when they have a current software technical IBM Professional Certification or Technical Sales Mastery in the brand to which the product belongs. This certification must be in place at the time the opportunity is registered.
- **Submitting Opportunities and Adding Revenue Records to an Opportunity:**
- A separate opportunity should be created for SWVN (Cognos, Optim, InfoSphere, FileNet) products and the opportunity should only contain SWVN brand families. This will facilitate IBM to uniquely process SVI SWVN opportunities
- **Eligible Transactions:** Software ValueNet Business Partners approved for the IBM InfoSphere portfolio can only earn SVI fees on these IBM InfoSphere portfolio products in the event that the opportunity is fulfilled by the direct IBM sales team. SVI fees will *not* be paid on sales of IBM InfoSphere portfolio software which are fulfilled by a Business Partner. Products ordered under Flexible Contract Terms (FCT) are not eligible for SVI fees. Transactions processed under the Software ValueNet Support Provider relationship type are not eligible for SVI fees.
- **Preferred distributor:** Software ValueNet Business Partners must select the same preferred distributor for SVI, Software ValueNet and Value Advantage Plus. If the Software ValueNet Business Partner is also participating in Value Advantage Plus, the preferred distributor in their SVI enrollment will be automatically set to the preferred distributor they selected for Value Advantage Plus.
- **SVI Business Rules:** SVI Business Rules for the IBM InfoSphere portfolio are the same as the standard SVI business rules with the exception of Eligible Transactions, where SVI fees will only be paid when the opportunity is fulfilled by the direct IBM sales team.
- **SVI Fees:** The SVI Fee Schedule for the Software ValueNet IBM InfoSphere portfolio is the same as the standard SVI fee schedule. See the **Appendix** titled *Software Value Incentive Fee Schedule and Payment Examples* for further information.

IBM FileNet Portfolio

- Software ValueNet Business Partners approved for the IBM FileNet portfolio under the *IBM Business Partner Agreement for Software ValueNet* may enroll in SVI and register opportunities for products in this portfolio plus any other Software ValueNet portfolios participating in SVI in which they are authorized. They may also register opportunities for non-Software ValueNet portfolio products when they have a current software technical IBM Professional Certification or Technical Sales Mastery in the brand to which the product belongs. This certification must be in place at the time the opportunity is registered.

Note: FileNet Business Partners operating under the former Software ValueNet agreements, *IBM Business Partner Agreement for Resellers for Software ValueNet (Tier 2)* or *IBM Business Partner Agreement for Resellers with Reseller Attachment for Software ValueNet (Tier 1)* must transition to the new *IBM Business Partner Agreement for Software ValueNet* in order to participate in SVI.

- **Submitting Opportunities and Adding Revenue Records to an Opportunity:**
 - A separate opportunity should be created for SWVN (Cognos, Optim, InfoSphere, FileNet) products and the opportunity should only contain SWVN brand families. This will facilitate IBM to uniquely process SVI SWVN opportunities
- **Eligible Transactions:** Software ValueNet Business Partners approved for the IBM FileNet portfolio can only earn SVI fees on these IBM FileNet portfolio products in the event that the opportunity is fulfilled by the direct IBM sales team. SVI fees will *not* be paid on sales of IBM FileNet portfolio software which are fulfilled by a Business Partner. Products ordered under Flexible Contract Terms (FCT) are not eligible for SVI fees. Transactions processed under the Software ValueNet Support Provider relationship type are not eligible for SVI fees.
- **Preferred distributor:** Software ValueNet Business Partners must select the same preferred distributor for SVI, Software ValueNet and Value Advantage Plus. If the Software ValueNet Business Partner is also participating in Value Advantage Plus, the preferred distributor in their SVI enrollment will be automatically set to the preferred distributor they selected for Value Advantage Plus.
- **SVI Business Rules:** SVI Business Rules for the IBM FileNet portfolio are the same as the standard SVI business rules with the exception of Eligible Transactions, where SVI fees will only be paid when the opportunity is fulfilled by the direct IBM sales team.
- **SVI Fees:** The SVI Fee Schedule for the Software ValueNet IBM FileNet portfolio is the same as the standard SVI fee schedule. See the **Appendix** titled *Software Value Incentive Fee Schedule and Payment Examples* for further information.

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