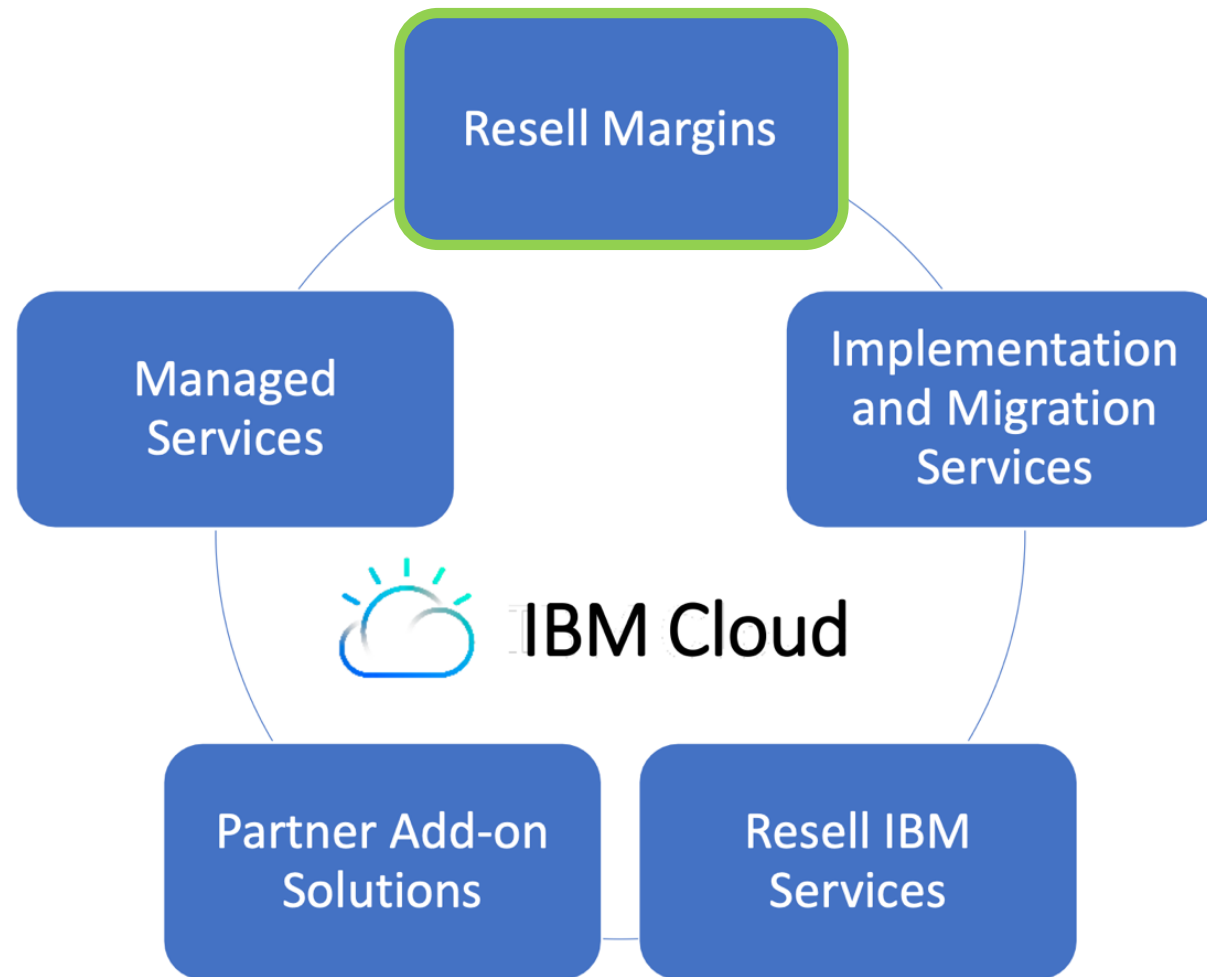





# Power Virtual Server Compensation Promotions



# How Partners Make Money Selling IBM Cloud



# IBM Cloud Resell vs. Direct and Embedded Solutions Options

SELL TO	<p><b>CLIENT – IBM contracts with client</b></p> <ul style="list-style-type: none"> <li>• Client consumes the ‘as-is’ IBM technology to implement their applications (downstream End Users don’t consume the IBM technology)</li> <li>• Client provides hosting/outsourcing to their end-clients using ‘as-is’ IBM technology. No technical or solution value-add.</li> </ul>	<p>Client consumes in their enterprise</p>  <p>Client provides IT Services</p> <ul style="list-style-type: none"> <li>→ Client providing as-is IBM offerings as hosted services</li> <li>→ Requires Service Provider terms added to ELA, CSA</li> </ul> <p>→ <b>If Client providing repeatable IP enriched solution/services – <u>use ESA</u></b></p>
SELL THROUGH	<p><b>RESELL – IBM to End User via Ecosystem</b></p> <ul style="list-style-type: none"> <li>• BP delivering as-is IBM offerings to their end-client where entitlement passes to the end-client.</li> <li>• BP delivering as-is IBM offerings as-a-service to their end-client where entitlement is retained by BP.</li> <li>• BP may-be charging for their services (or support) along-side the IBM offerings.</li> <li>• No technical or solution value-add required but often provided.</li> </ul>	<p>BP resells as-is offerings</p>  <p>BP provides IT Services</p> <ul style="list-style-type: none"> <li>→ IBM entitlement to End-Client.</li> <li>→ IBM entitlement retained by BP to provide IBM offerings as-a-service</li> <li>→ Managed Services terms</li> </ul> <p>→ <b>If BP providing repeatable IP enriched solution/services – <u>use ESA</u></b></p>
BUILD WITH	<p><b>ESA – IBM to BP via Ecosystem</b></p> <ul style="list-style-type: none"> <li>• BP provides their own branded repeatable IP enriched solutions or services. Technical or solution value-add is required to be integrated.</li> <li>• BP markets total offering</li> <li>• BP charges a bottom line price based on usage of application services</li> <li>• BP has their own terms with their end users.</li> </ul>	<p><b>ESA Solution</b></p> <p>Business Application/Process IoT solution/appliance</p>  <p><b>ESA Service</b></p> <p>Business Process, Infrastructure</p> <ul style="list-style-type: none"> <li>→ BP builds their own branded enriched service with IBM offerings and sells as a service offering</li> </ul> <p>→ BP builds their own branded integrated solution with IBM offerings and sells as their own-branded solution</p>

# IBM Ecosystem Resell Cloud Quoting Process Enterprise Savings Plan (ESP) and Subscription



- Commitments for “IBM Cloud Platform” are sold, not specific technologies
  - Part names can drive tracking, compensation and partner promo eligibility
- IBM Cloud is sold via “seller assist” → an IBM Cloud seller is required to create quotes
- Two tier distribution – IBM → Distributor → Reseller → End Client
- Discounting is customer pricing discounting – cloud margins are static and do not vary

# IBM Cloud Resell – Program Overview



Two tier distribution where **IBM reselling partners resell IBM Cloud commitments to End Users which allows consumption of any or all IBM Cloud offerings**

- **Distributors (Cloud Aggregators or CAs)** – 160+ globally
  - CAs operate third party marketplaces (3PMs) based on the IBM Partner Marketplace model (IPM)
  - Resell is country specific, except where local laws require cross border (EU for example)
- **Resellers (Cloud Marketplace Resellers or CMRs)** – IBM Partner that can transact through a Cloud Aggregator marketplace (3PM)
- **IBM Cloud Sales Coverage**
  - Primary CAs, key customers, and key resell partners may have dedicated IBM coverage who works with the partner and customer to drive cloud sales

Reseller Margins and Incentives:  
Lucrative margins that exceed other cloud providers

- **Specific rate determined by private agreement between reseller and their selected Cloud Aggregator**
- Margins “collected” at time of billing

- **Transactional Models:**  
Enterprise Savings Plan (paygo commit) and Subscription (gift card model)
- All plans allow consumption of any IBM or 3rd party cloud service in the IBM Cloud Catalog
- Customer discount based on commitment

# Sign up to become a Cloud Marketplace Reseller



- Details on IBM Cloud partnering agreements and more:  
<http://ibm.biz/IBMAgreements>
- IBM Cloud Marketplace Reseller page to learn more and sign up:  
<https://ibm.seismic.com/Link/Content/DC8bm264qQjb88QBp8fcc7bXbX68>
- IBM Cloud Aggregator directory to review and identify potential Cas
  - Contact information included to discuss terms and program offered by CA
  - <http://ibm.biz/CADirectory>
  - Selected Cloud Aggregator can assist with onboarding once you sign up with IBM

# IBM Cloud Enterprise Savings Plan – General Principles

- Clients pay for what they use – Customers have the option to receive account level discounts in return for annual commitment to IBM Cloud
- Discounts on ALL overage - Clients will continue to receive discounts for consuming over their commitment during commitment term – All commitment terms are 1 year
- Allows clients to pay on a consumption basis with the remainder **commitment if unused, to be paid at the end of the 1-year term**
- Consumption based invoicing – Clients are invoiced at the service level for what they consume each month
- Cloud Console transparency - Clients have 1:1 transparency from consumption to invoice
- Full visibility of ESP and Support commit details (terms, discounts, amount attained, usage by month)
- IBM Cloud Enterprise Savings Plan EXCLUSIONS (not allowed): Upfront payment/billing

Alle Infos zum ESP: [IBM Cloud Enterprise Savings Plan \(ESP\) Ecosystem](#)

# Subscription vs Enterprise Savings Plan



	Enterprise Savings Plan	Subscription
End Customer Account Level Discounts	YES	Based on commitment amount
How discount is established	All usage within the account is discounted directly at line item level	Based on difference between credits received and amount owed to IBM over year – i.e. credits are purchased at a discount and consumed at list price (i.e. purchase 1000 credits for \$900)
Service/Category Discount	Established automatically at time of order	Applied Manually via support ticket - can lead to delays
Invoice structure	Based on Monthly Usage. Invoice total exactly matches usage, net of taxes	Fixed monthly amounts based on subscription order
Invoice CSV	All line item detail available for all accounts for easy invoice/usage auditing and traceability	Only subscription line item and overage part charges available. Need to call usage API for all accounts separately for line item usage detail
Overage	All usage exceeding commitment amount is discounted at account level discount %	All overage at LIST prices
Up front payment option?	NO	YES
Multi-year commit available?	YES - with discrete yearly commitment amounts	YES - with discrete yearly credit amounts. Subject to overage of credits exceeded during term
Feature code need to be applied by customer	NO feature codes	YES - must be applied by customer or no credits available to be burned down
Underconsumption use case	True up needed at end of commitment term. For \$100K commitment, if only 95K is invoiced after term ends, \$5k true up invoice is owed	No true up. Will be invoiced full amount and subscription credits will expire
Support	Billed at 10% of month's discounted usage (i.e. if usage is \$1000 for month, with 10% discount, Support charge = $\$1000 * 0.9 * 0.1 = \$90$ )	Separate support subscription order with separate support credits that burndown at 10% of account usage
Hide discounts from End customer	VAD can choose to set all discount/Commit details hidden/shown in end customer account at time of order	Customer always sees credits remaining but doesn't know how much was paid for those credits so they don't know discount %
Reseller console Details available for each account	YES	NO - longer term



# Reseller Console – Distributor and Reseller views



## Summary page

- View of all Resellers associated with account, including total spend by Reseller for that month

## Reseller Views

- All end customer accounts associated with Reseller including
  - Account name
  - Account type
  - Attainment toward commitment
  - Current billing period usage

## End Customer Summary Page

- Account type
- Support Plan
- All discount information
- Account ID
- Attainment toward commit (if applicable)

## End Customer Usage Page

- Same page customer sees
- Will show all discounted usage associated with account, even if end customer account discounts have been hidden

Accounts

View all customer accounts that you have access to manage. You can view the renewal date, total usage, and other additional details. The billing period for the following accounts is MM/DD/YYYY to MM/DD/YYYY.

All accounts Trends

Search...

Reseller	Total usage this billing period
	\$62,034.00
	\$4,567.00
	\$3,445.66
	\$450.00
	\$13,657.00
	\$103,004.00

# Auszug Partner Cloud Account ID – FAQ

(<https://ibm.biz/BdahFs>)



## Why do I need a Cloud Account ID?

The partner account is required to process orders and supports the new Reseller experience that will provide partners a view of accounts they have sold and are managing (.....)

## Partners (CMRs and CAs) will need one of these accounts that will be reused for all orders across their respective orders. Are there charges associated with this account?

No, there should not be if you secure the account. This is a normal cloud account with no restrictions and IBM is unable to restrict the account. We recommend establishing, then safeguarding, the account owner credentials. For normal usage add authorized user accounts and restrict their access to not allow provisioning of cloud services, which could incur charges. NO provisioning of services is required to use the Reseller experience.

## We already have an IBM Cloud Account. Can we use an existing account?

This must be a new account. Existing accounts may not be used, and the account should not serve more than this purpose.

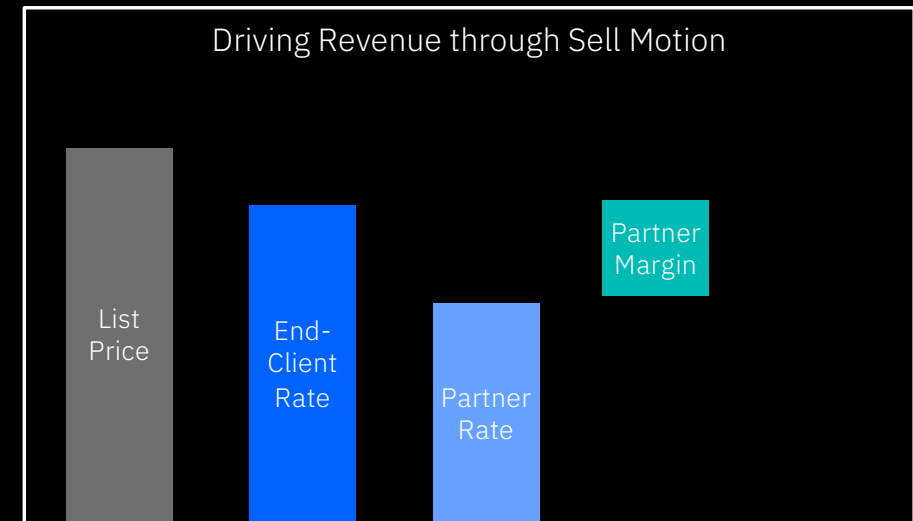
## Is a credit card required to set up the partner or customer accounts?

No.

# GTM Approach: Sell

## Key Elements:

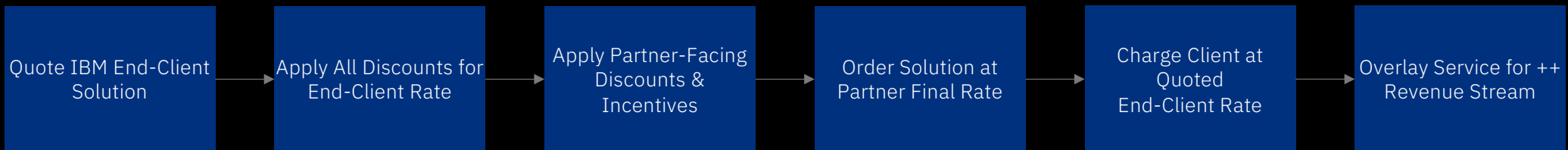
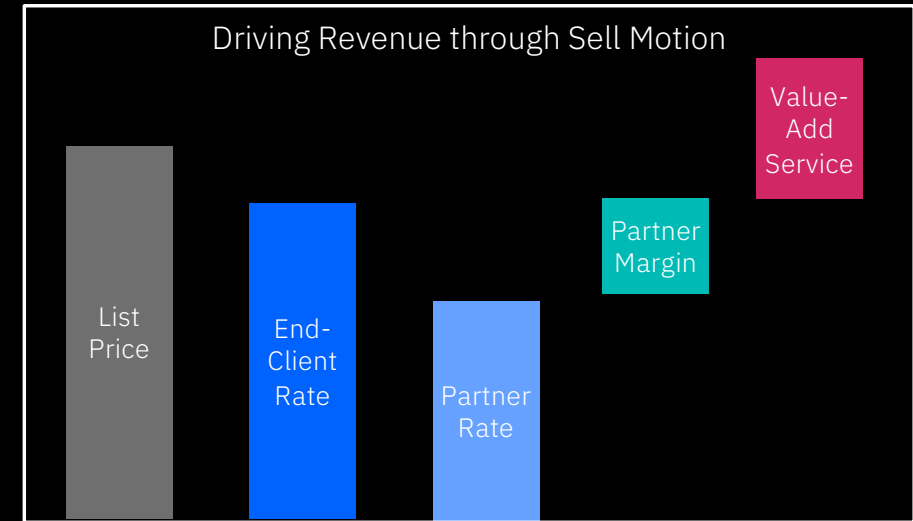
- Partner signs partner agreement
- Client signs CSA
- IBM bills Distributor, Distributor bills Reseller, Reseller bills End Customer
- Client holds title
- Partner receives partner margin



# GTM Approach: Service & Sell

## Key Elements:

- Partner signs partner agreement
- Client signs CSA
- IBM bills Partner, Partner bills client for total solution
- Client holds title
- Partner receives partner margin
- Partner generates additional revenue with services added



# Transition Guideline – IBM Cloud Incentives ab 14. April 2025

IBM is revising the compensation structure for IBM Cloud in response to feedback received from our partners. Partners will now operate with a higher upfront margin and will not be eligible for back-end reseller incentives.

Flexibility:

- Purchase at a reduced price
- Allowing partners to have flexibility on pricing strategies

## **Before April 14**

Traditional model offering upfront margin and back-end incentives

## **After April 14**

New model that consolidates all Business Partner compensation upfront, operating through a higher margin and no back end incentives.

Original presentation available at <https://ibm.biz/CloudTransitionGuideline>

# Transition Guideline – IBM Cloud Incentives ab 14. April 2025

## IBM Cloud

Reseller incentives	Upfront	Backend		
	Recommended margin to BP	Proficiency incentive	Select territory	Base sale incentive
Global Standard	12%	—	—	—
GCG	Please align with your Distributor	—	—	—
Japan	12%	—	—	—
Mexico and SSA	18%	—	—	—
Brazil	20%	—	—	—

For IBM Cloud orders received by IBM on/after April 14th, the new higher margin will be implemented. There is the Global Standard and adapted margins in specific countries.

If there is a subscription quote issued before April 14th with expiration date on/after April 14th, the quote will need to be expired and re-quoted as applicable

Note: Enterprise Savings Plan (ESP) quotes will not need to be re-quoted

Original presentation available at <https://ibm.biz/CloudTransitionGuideline>

# Power Systems Virtual Server Committed Use Savings Plan

Up to 45% discount on Power Virtual Server deals

**WOW** – All workloads for PowerVS are now eligible for:


- 1-year committed use savings plan up to 30% discount
- 3-year committed use savings plan up to 45% discount (Applicable for all deals 3 years or more)

## HOW

- Discounting will go through [Special Bid Process](#) beyond geo delegation (up to 72hr SLA)
- Discount guidance provided by Product Management already for speedy process

# POWER9 Virtual Server

- Call every POWER9 and POWER8 or older on-premises customer who are currently not using Power Virtual Server
- Now is the time for them to make the move to cloud due to the best deal ever available in the history of Power Virtual Server
- Up to 65% off
- Target the largest workloads you can find within these customers
- POWER9 Virtual Server will be online until Mid-October 2028
- Sell 3-year ESP at the largest discount ever offered
- New Generations of Power Virtual Server are inevitable
- Customers will fall behind and should start planning now to avoid Security/Business risks
- Current IBM Cloud customers on an ESP are eligible if they are new to Power Virtual Server



Up to 65% discount  
on Power Virtual  
Server POWER9 deals



# Power Virtual Server Data Center Targets

Utilize the added discount to sell capacity to new customers  
POWER9 Virtual Server capacity availability >35%

FRA04  
MAD04 & MAD02  
LON04 & LON06  
SAO04 & SAO01  
DAL10 & DAL13  
WDC06

CHE01  
SYD04 & SYD05  
OSA21  
TOK04  
MON01  
TOR01

# Operating System versions support

POWER9 Virtual Server supports the following [images](#)

## AIX

7.3

7.2

7.1

## IBM i

7.5

7.4

7.3 (Service Extension)

7.2 (Service Extension/EOL 04/2026)

## Linux

RHEL 8.4 & 8.6

SAP Hana & Netweaver

RHEL 8.8, 8.10, 9.2 & 9.4

SAP Hana, Netweaver & GP

SUSE SLES 15

SP3 & SP4

SAP Hana & Netweaver

SP6

SAP Hana, Netweaver & GP

# POWER9 Virtual Server (Eligible Part Numbers)

Power Virtual Server only  
(networking, storage, OS,  
etc... Not included)

Part List for Cores  
and Memory:

power-iaas-metric-S922-core-shared  
power-iaas-metric-S922-core-dedicated  
power-iaas-metric-S922-core-capped  
power-iaas-metric-S922-dedicated-host

power-iaas-metric-E980-core-shared  
power-iaas-metric-E980-core-dedicated  
power-iaas-metric-E980-core-capped

power-iaas-metric-p9-memory-standard  
power-iaas-metric-p9-memory-highuse

# How to request the POWER9 Discount

## – New IBM Cloud Customers –

### Step 1:

Seller works with GEO sales leaders to qualify & approval for the opportunity – new PowerVS customers only (not previously consuming PowerVS)

### Step 2:

Sellers with GEO Sales Leader approval use CPQ Special Bid process to request approval for up to 65% for new PowerVS customer – select ‘parts’ from list provided on previous slide 6

### Step 3:

Special Bid Team records approval in CPQ

See slide 22 for Step 4

# How to request the POWER9 Discount

– Existing IBM Cloud Customers – **New to PowerVS** –

## Step 1:

Seller works with GEO sales leaders to qualify & approval for the opportunity – **new PowerVS customers only (not previously consuming PowerVS)**

## Step 2:

Sellers with **GEO Sales Leader approval** send email to Special Bid Team to request approval for up to 65% for new PowerVS customer – select ‘parts’ from list provided on previous slide 19

## Step 3:

Special Bid Team notifies seller regarding status of request

See slide 22 for Step 4

Email Special Bid Team:

[Cloud-IaaS-Special-Bids-DG@ibm.com](mailto:Cloud-IaaS-Special-Bids-DG@ibm.com)



# How to request the POWER9 Discount... Continued

Once approval has been recorded by Special Bid Team, sellers can move to step 4:

- After Signing and Client has created an IBM Cloud account (if new to IBM Cloud)
- Opportunity ID Owner/Seller submits a request via the Engage Support portal:
  - For each new client account, a request via the Engage Support portal must be submitted
  - Engage Support overview: <https://ibm.ent.box.com/s/lt7517uq5b4x5nqikbx3ybs7gavnnmh3>
  - Create New Request: <https://engage-support.ibm.com/#welcome>

IBM Cloud Seller finden die genaue Anleitung auf den Seiten 10-12 bzw. in der Aufzeichnung des PowerVS Spotlight Calls vom 16.04.2025: <https://ibm.biz/BdnZTa>

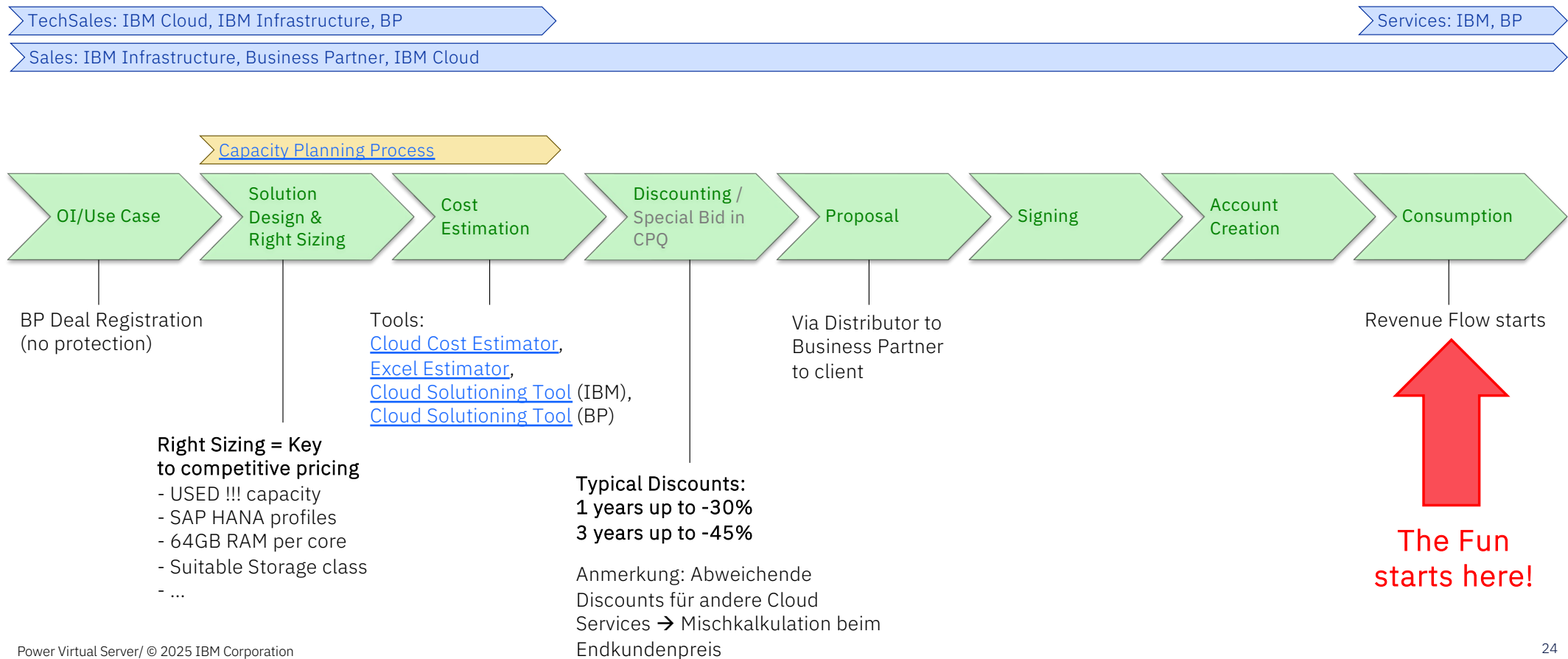
Step 5:

- Jose Corral will create a notification based on the “Request Title” field which is triggered by “Power9VS – DISCOUNT”. POWER9 Discount requests will be assigned to Jose Corral.

**Processing time will vary from 5 Days up to 15 Days after request is submitted**

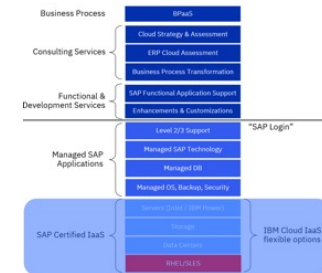
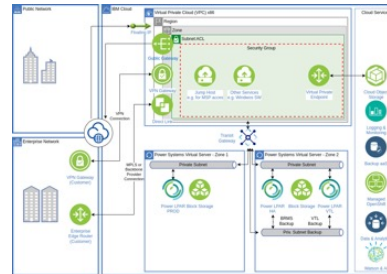
- Deal Registration ist erforderlich, wenn ein Geschäft über PPA-Modell / Subscription abgewickelt wird, aber es gibt **KEINE Deal Protection** für den Partner!
- Special Bid auf Produktname/Nummer via IBM Cloud Seller:
  - ESP: D06NEZX
  - Subscription: D06Q9ZX
- UT30 Code damit Power und Cloud Seller incentiviert werden:
  - Power VSI Enterprise Savings Plan – Product ID: 30ASJ
  - Power VSI Subscription – Product ID: 30AXO

# PowerVS Opportunity Workflow - Complicated? Simply work with your IBM Cloud colleagues!





# The Use Case defines the Scope



What's the customers need / plan?

- Development instances?
- Additional capacity?
- DR or Backup location?
- Application modernization keeping Power at the core?
- Replace CAPEX by OPEX?
- Move complete Power footprint to Cloud?

We need to cover the full scope of the customer to win.

There is no solution which consists of PowerVS only!

- Power VS, COS, VTL
- Networking (VPC, VPN, DL ..)
- Security (VPC, Firewalls, ...)
- Additional x86 Instances
- Operational Services
  - Logging, Monitoring
  - Backup, ...
- ...

Potentially a lot to size & price.

Who is going to do what?

- Which skills does the client have?
- Who will perform setup tasks?
- Who will perform migration tasks?
- Who operates which parts of the solution?

Remember? The FUN starts with deployment & usage.



# Cost Estimation

## IBM Cloud Website – Cost Estimator:

- <https://cloud.ibm.com/power/overview#estimator>
- LPARs, Storage, SPPs, VPN (deprecated), VTL for IBM i backup, Dedicated host
- Other IBM Cloud Services
- Best used for single quick estimations

Data center

Washington DC 04

Hardware

Scale out (S922)

Core Type

Shared

Operating System

AIX

Estimated cost per month

Estimate doesn't include tax or discounts.

Calculate cost

## IBM Cloud Solutioning (COOL) Tool:

- IBM: <https://internal.cloud-solutioning.ibm.com/login>
- BP: <https://public.cloud-solutioning.ibm.com/login>
- Embedded demo within the COOL tool
- Slack channel #cool-power-support
- LPARs and Networking
- Nice export / import feature

Public Cloud Solution Optimization and Sizing Tool

Data Center

DAL13

Virtual Server

VM/LPAR Name

AIX workload

Environment Description

Example

Compute Technology

S922

Core Type

Shared

Number of Cores

8

Total RAM (GB)

60

SSD Tier 1 Storage (GB)

0

SSD Tier 2 Storage (GB)

3500

OS

AIX

## Excel Power VS Estimator:

- Always download latest version from Seismic <https://ibm.seismic.com/Link/Content/DCpPGRcbqCc4c87J7HRWT8DWTQT8>
- LPARs, Storage, SPPs, VTL for IBM i backup, dedicated host
- Fastest way, but lacks non PowerVS pricing

LPAR	Data Center		Processor System	Processor Type	Desired Cores	Memory (GB)	OS	Storage (GB)		DSI VTL Repository Size whole number TB	IBM i Add On Licenses		
	name or #	Qty						Tier 1	Tier 3		Power HA for IBM i (y/n)	IBM i Cloud Storage Soln (y/n)	Ratio (# use)
EXAMPLE	1	1	DAL13	S922	5	2.25	64	AIX		500			
	2	1											
	3	1											

# Wichtige Links/Dokumente zu den (Cloud) Incentives – 1

- Sell Sales Journey in Seismic: <https://ibm.biz/BdmYcp>
  - Abschnitt 4. „Define/Select products and offering“ (<https://ibm.biz/BdmYce>)
  - Deal Registration Groups: <https://ibm.biz/BdmYcb>

- [PowerVS Part numbers for Subscription and Enterprise Savings Plan \(Excel\)](#)

Part Number	Part Dscr Long
D06NEZX	IBM Power Virtual Server Cloud Enterprise Savings Plan 1 Euro per Month

Part Number	Part Dscr Long
D06Q9ZX	IBM Power Virtual Server Subscription for IBM Cloud 1 Euro per Month

- [Sales Programs for Business Partners](#)
  - [Partner Plus Sales Incentive Program for Business Partner](#)
  - [Deal Registration Guide](#)

# Wichtige Links/Dokumente zu den (Cloud) Incentives – 2

- Startseite: [IBM Cloud Enterprise Savings Plan \(ESP\) Ecosystem](#)
- Anleitung [IBM Cloud Solutioning Tool Sizing Guidance - Power Virtual Server](#)
- Excel [Price Estimator PowerVS v11.d](#)

# Promotions

# PowerVS Promotions & Incentives

Promo/Incentive Type	Promo/Incentive Details	Financial Benefit	Description
<b>Free PowerVS Trial</b>	More information <a href="#">here</a> ; Apply for POWERVS2000 <a href="#">here</a>	\$2,000 Cloud Credits for any new client who deploys PowerVS QuickStart	Provides rapid, fully-automated deployment of pre-configured virtual server instances, t-shirt sized for all operating systems
POC Cloud Credits	More information <a href="#">here</a> ; IBM Sales team can apply <a href="#">here</a>	\$20,000-\$50,000 in Cloud Credits to enable client POCs to prove PowerVS viable for migration and functionality of client workloads	IBM Sales team can request funded cloud accounts for up to 90 days. Consumption credits are based on deal ACV value. Proof point, success criteria and high-level design must be well defined prior to account setup
<b>Migration Cloud Credits, Direct to Client</b>	More information <a href="#">here</a> ; IBM Sales team can apply <a href="#">here</a>	Cloud Credits up to 10% of 3-year PowerVS TCV are available to provide client relief for their migration costs and help close deals	Pending deals qualify with minimum of \$100K in PowerVS portion ACV and 3-year committed Power VS contract. Credits can be up to offered to cover 50% of migration costs, up to 10% of 3-year PowerVS TCV
<b>Migration Cash Payment, aka Deal Closer Direct to Partner</b>	More information <a href="#">here</a> ; Partners can apply <a href="#">here</a>	Qualified business partners are eligible to receive payments to cover migration costs, up to 10% of 3-year PowerVS TCV, paid directly to the selling business partner	Pending deals qualify with minimum of \$100K in PowerVS portion ACV and 3-year committed Power VS contract. Payments to cover 50% of migration costs, up to 10% of 3-year PowerVS TCV; Business Partner must meet the skills criteria
Partner Incentive: Pre-Sales Activities	KYI Propose and Earn, more information and apply <a href="#">here</a>	\$600 paid to Business Partner sellers & tech for pre-sales activities	Earn KYI reward points for organizing pre-sales activities, performing assessments, delivering POCs, demonstrations and benchmarking
Partner Incentive: Move to PowerVS	KYI Move to PowerVS, more information and apply <a href="#">here</a>	\$5,000-\$20,000 paid by moving a workload to PowerVS with an eligible PowerVS contract	Earn a KYI benefit based on the PowerVS Annual contract value tier when moving a client workload to the cloud with PowerVS
Partner Incentive: PowerVS with Power Systems	KYI PowerVS Hybrid, more information and apply <a href="#">here</a>	\$7,500-\$20,000 for sales of both a Power Server and Power Virtual Server cloud contract	Earn a KYI benefit when a qualifying Power Server is sold to a client along with a qualifying Power Virtual Server cloud contract, both criteria must be met

Know your IBM

# POWERVS2000 Try IBM Power Virtual Server For Free

New IBM Power Virtual Server (PowerVS) clients who deploy PowerVS Quickstart receive \$2,000 Cloud credits, allowing them to try PowerVS for up to three months at no cost.

IBM Power Virtual Server is an IBM infrastructure as a service offering that allows businesses to extend their on-premises environments to the cloud, modernizing hybrid cloud infrastructures and improving workload management. It reduces capital expenditure, leading to cost savings and operational efficiency, while providing an easy path to move SAP, Oracle, and IBM i workloads to the cloud for a seamless hybrid cloud strategy.

## PowerVS Quickstart

Provides pre-configured virtual server instances, available in the IBM Cloud Catalog represented as t-shirt sizes, for all operating systems supported by PowerVS in eligible datacenters.

- Automated deployment of virtual servers
- Easily provision in less than 20 minutes
- Various preconfigured options available
- Guided Tour available to help get started

## \$2,000 credits

- Free trial with self-service onboarding
- Includes initial setup of client to site VPN connectivity
- Up to three months at no cost based on XS t-shirts. Duration of credit varies based on t-shirt sizes.
- Supports 2nd & 3rd Generation processors
- Credits expire after 90 days

- Quickstart ist nicht Voraussetzung, erleichtert jedoch das Deployment der kompletten Umgebung

- Für Neukunden → Jeder Kunde, der noch nicht mit Power Virtual Server gearbeitet hat bzw. nicht in den letzten 90 Tagen ist eligibel
- Quickstart T-Shirt Sizes können an die tatsächlichen Bedürfnisse angepasst werden (Cores, Memory)  
→ zu beachten ist, dass nach Verbrauch der 2000\$ die hinterlegte Kreditkarte belastet wird!

## Why IBM Power Virtual Server



**Migrate to hybrid cloud:** Seamlessly move and manage your workloads across cloud and on-premises environments.



**Grow at your own pace:** Extend workloads and take advantage of pay-as-you-use billing to manage costs.



**Run mission-critical workloads:** Work on nonproduction tasks and production environments simultaneously. Use VMs to help resolve issues faster.



**Modernize Power workloads:** Connect to services to transform business models.



**Optimize consumption:** Add capacity to your Power infrastructure on demand within minutes. Manage on premises or off premises.



For questions and more information, please contact Mark Martin, Product Manager, IBM Power Virtual Server, by email at [Mark.Martin@ibm.com](mailto:Mark.Martin@ibm.com).

To learn more about IBM Power Virtual Server, please visit our [product page](#).

\* New clients need to deploy PowerVS QuickStart to be eligible for PowerVS2000 credits. Credits apply to virtual server instances deployed in non-US datacenters. Promo offers valid for signup while supplies last. Offers cannot be combined with any other promos or offers. Valid on new orders only.

This document is for informational purposes only. All information provided herein is subject to change without notice. Please refer to the specific contracts for details; this is a summary, and the applicable contract provides the binding obligations between the parties. If there is a discrepancy between a contract and this guidance, the contract will prevail.



# Special FALCONSTOR offer combined with POWERVS2000

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IBM Power Virtual Server is an IBM infrastructure as a service offering that enables businesses to expand their on-premises environments to the cloud. The offering modernizes hybrid cloud infrastructures and enables efficient workload management across both cloud and on-premises environments. With Power Virtual Server, businesses reduce the capex required with on-premises infrastructure resulting in cost savings and operational efficiency.

### PowerVS Quickstart

Provides pre-configured virtual server instances, available in the IBM Cloud Catalog represented as t-shirt sizes, for all operating systems supported by PowerVS in eligible datacenters.

- Automated deployment of virtual servers
- Easily provision in less than 20 minutes
- Various preconfigured options available
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### \$2,000 credits

- Free trial offer leveraging self-service onboarding
- Includes initial setup of client to site VPN connectivity
- Up to three months at no cost based on XS t-shirts. Duration of credit varies based on t-shirt sizes.
- Credits expire after 90 days

#### Why IBM Power Virtual Server



Migrate to hybrid cloud:  
Seamlessly move and manage  
your workloads across cloud  
and on-premises environments.



Grow at your own pace:  
Extend workloads and take  
advantage of pay-as-you-  
use billing to manage costs.



Run mission-critical workloads: Work  
on nonproduction tasks and  
production environments  
simultaneously. Use VMs to help  
resolve issues faster.

## SPECIAL FALCONSTOR LICENSE OFFER\*

FREE FalconStor Hybrid Cloud  
StorSafe licenses (on-premises  
and PowerVS) for 90 days

FREE Hybrid Cloud StorSafe “Get  
Started” services

FREE Hybrid Cloud StorSafe  
on-line training

#### \* FalconStor Free Licenses - Limitations

- ✓ New FalconStor customers only
- ✓ Free FalconStor StorSafe licenses must be used in Hybrid Cloud mode (e.g., on-premises and PowerVS)
- ✓ Free FalconStor StorSafe licenses not to be used for workload migration to PowerVS
- ✓ Free FalconStor StorSafe licenses must be ordered via IBM Cloud Catalog



# 4 Ways to Use FREE FalconStor Hybrid Cloud StorSafe Licenses

1

Test Data Domain (or other VTL) data migration to StorSafe on-premises and 2<sup>nd</sup> copy data storage in PowerVS

2

Test SAP-Hana or Oracle data protection with StorSafe NFS on-premises and 2<sup>nd</sup> copy data storage in PowerVS (no separate backup application needed)

3

Test importing physical tapes from any tape library to StorSafe on-premises and store 2<sup>nd</sup> copy in PowerVS

4

Use StorSafe NFS or VTL as data mover for Test – Dev with PowerVS

# PowerVS Migration Acceleration Program – Migration Funding Program

This presentation includes two options for Migration Funding:

- Migration funding via client cloud credits
- Migration funding via business partner payments

## Migration Funding Option 1: Client Cloud Credits

- The Power VS MAP for Business Partners is a world-wide, post-sales funding program designed to assist the customer in migrating their workloads to Power Virtual Servers on IBM Cloud
- Cloud Credits are available to provide client relief for migration costs

## MAP Funding via Cloud Credits to the Client

Funds 50% of migration costs, up to 10%\* of 3-year PowerVS TCV, provided as IBM Cloud credits through a promotion code

## Program Qualifications

- Minimum \$100 ACV / \$300 TCV (PowerVS portion)
- Minimum 3-year, committed Power VS contract
- Power VS deals that have not closed

## MAP Funding Contacts and Resources

- [rob.centra@ibm.com](mailto:rob.centra@ibm.com)
- [PowerVS COE Team](#)
- IBM sales reps can apply for MAP funding credits [here](#)

\* Deals greater than \$3M TCV may be eligible for additional funding

## Migration Funding Option 2: Business Partner Payment

- Qualified Partners may request funding via the SalesWon portal

### MAP Funding via Business Partner Payments

Funds 50% of migration costs, up to 10% of 3-year PowerVS TCV, paid directly to the selling business partner

### Program Qualifications

- Minimum \$100 ACV / \$300 TCV (PowerVS portion)
- Minimum 3-year, committed Power VS contract
- Power VS deals that have not closed
- Business Partner Skills Criteria:
  - One staff member with the [IBM Cloud Professional Architect Certification](#)
  - Two staff members with the [IBM Power Virtual Server Specialty Certification](#)<sub>1</sub>
  - Business Partner to complete a [Practical Use Case Review](#)<sub>2</sub>

### Deal Closer Contacts and Resources

- [Detailed Program Information](#)
- [Celest Metuassalol](#), [Terry Oliveira](#), [PowerVS COE Team](#)
- [Link to request partner funding](#)

1. The Power VS Specialty Certification requirement replaces previous IBM PowerVS Badge requirement (still accepted as an alternative):  
[IBM Power Systems Virtual Server Sales Level 2](#)  
[IBM Power Systems Virtual Server Technical Sales Intermediate Badge](#)  
[IBM Power Systems Virtual Server Technical Sales Advanced Badge](#)
2. Use Case Review: The partner team will solution a [use case](#) provided by the [IBM PowerVS COE Team](#) to demonstrate skills and ability to deliver advanced PowerVS architecture, design, configuration and deployment activities.



## Deal Closer - Power VS: Migration Acceleration Program

The Power Virtual Server Migration Acceleration Program (MAP) program is a world-wide, post-sales funding program designed to assist the customer in migrating their workloads to Power Virtual Servers on IBM Cloud

### Program Qualifications

- Power VS deals that have not closed
- Minimum 3-year, committed Power VS contract
- Minimum \$150 ACV / \$450 TCV
- [Business Partner Education and Skills Criteria](#)

### Funding

- Up to 10% of 3-year TCV

### Available Products

- |  |                     |
|--|---------------------|
| - Power 9 – Enterprise E980            | - Power 10 - E1080  |
| - Power 9 – Scale-out for AIX/i: S922s | - Power 10 - E1050  |
|  | - Power 10 - S1022s |

### Service Providers

- Business Partners, only

### Deal Closer Contacts and Resources

- Celest Metuassalol – [cbmetuas@us.ibm.com](mailto:cbmetuas@us.ibm.com)
- Terry Oliveira – [Terry.Oliveira@ibm.com](mailto:Terry.Oliveira@ibm.com)
- Power VS Skills and Client Onboarding - [PowerVS COE Team](#)
- Detailed Program Info - [IBM Seller](#) | [Business Partner](#)

Request Funding - [BP Sellers](#) [IBM Sellers](#)

### ➤ Preliminary Funding Approval

- Requirements include
  - Deal ISC opportunity number
  - Approved bid
  - Statement of Work
  - Cost of services (recovery rates, only)
- Funding is based on estimated revenue and expires on the last day of the quarter in which approval is given

### ➤ Final Funding Approval

- Requirements include
  - Deal closure date
  - Copy of the financial ledger/contract that shows actual revenue won
  - Signed client acceptance of service offer
  - Bill quarter(s) in which the work will be completed and billed
- Funding is based actual PVS TCV shown on the financial ledger
- Expires 6 months from the date the deal is won
- Extensions to expiration dates are not available

### ➤ Business Partner Payments

- Payment to the Business Partners are processed on completion of work, submission of Client Satisfaction of Services and BP invoice in PDF format

The IBM PowerVS COE Team will support BPs in delivering migrations

KNOW  
YOUR  
IBM (KYI)

PROPOSE,  
SELL, EARN





# 2025 Know Your IBM (KYI) – Power Rewards Summary

Seismic Seiten zu [Know Your IBM \(KYI\)](#):

- [Power Incentives](#)
- [2025 KYI Eligible Product Table](#)
- [Flyer Power Rewards 2025](#)
- [T&Cs](#)

## IBM POWER SCALE-OUT/SCALE-UP INCENTIVE

IBM Power Sell and Earn benefits are valid for sales to First in Enterprise or competitive displace Power clients only defined as an entity that has no Power9 or Power10 systems installed.

IBM Power Scale-Out Incentive			
Product		Eligible Product Number	2025 Reward Benefit
IBM Power Scale-Out	Power Systems S1014 / S1022 / S1024	9105-41B, 9105-22A, 9105-42A	\$2,000
	Power Systems L1022 / L1024	9786-22H, 9786-42H	\$3,000
	Power Systems E1050	9043-MRX	\$4,000
	Power Systems E1080	9080-HEX	\$4,000

## IBM POWER HYBRID CLOUD REWARDS AND POWERVS “MOVE” REWARDS

Two ways to earn a reward for moving workload to the cloud with PowerVS.

- 1. HYBRID CLOUD REWARDS** - Eligible IBM Business Partner Sellers may earn a benefit when a qualifying Power Server is sold to a client along with a qualifying Power Virtual Server Cloud Contract.  
To earn this incentive both criteria must be met
- 2. POWERVS “MOVE” REWARDS** - Eligible Business Partner Sellers may earn a benefit based on the PowerVS Annual Contract Value shown on the table below when moving a client workload to the cloud with PowerVS. This reward does not require a hardware sale. Only one reward in this category can be earned

Hybrid Cloud Rewards (both criteria must be met)		OR	PowerVS “Move” Rewards (stand-alone incentive contact only)	Rewards value
Power transaction revenue	PowerVS Annual Contract Value US \$		PowerVS Annual Contract Value US \$	
N/A	N/A		<\$100K	\$2,000
\$100K - \$200K	> \$25,000		\$100K - \$200K	\$7,500
> \$200K - \$500K	> \$40,000		> \$200K - \$500K	\$15,000
> \$500K	> \$70,000		> \$500K	\$20,000

NOTE: Benefit will be paid out once PowerVS consumption has started.

# 2025 Know Your IBM (KYI) – Propose and Earn

## POWER PROPOSE AND EARN

PE

Under Propose and Earn qualifying Business Partner Sellers and Technical Sellers can earn KYI points for organizing and collaborating pre-sales activities with First in Enterprise IBM Power and Storage Clients.

### HOW DO I SUBMIT A PRE-SALES ACTIVITY?

Click on the 'Propose and Earn' tab within Know Your IBM.

### ASSESSMENT

Complete the mandatory fields and upon confirmation of the assessment funds will be auto-loaded to your IBM Rewards Card. The following activities are considered eligible assessments,

- Demos,
- Workshops,
- Coe Engagements,
- Security and Resilience Assessment (SaRA)
- Onsite "Test Drive"/PoC/Benchmark at Client, BP, or Distributor,
- IBM Butterfly Assessment
- IBM Global Trial or Loaner

Sale does not need to close for pre-sales activity to be eligible.

Propose and Earn activities with end clients determined to be Government Ow qualify under this incentive.

All assessments must include details about the various activities being performed with the customer.

## IBM POWER REWARDS

PR

Individuals can earn KYI Reward Points for organizing pre-sales activities for new workloads on Power. The workload must be First On Power defined as the client does NOT have the SW running on any installed Power systems.

Eligible activities: Demos, PoXs, Benchmarks, Workshops, Assessments, COE Engagements

- One benefit payment of \$800 USD per single end user client for AI on Power (qualified software = CP4D, CP4A, RocketCE/AI Hub, Open Source AI products running on Power)
- One benefit payment of \$600 USD per single end user client for Power Virtual Server
- One benefit payment of \$500 USD per single end user client for SAP, Red Hat, OpenSource DB (MongoDB, EDB Postgres)



# IBM investment to help getting started...

## Try for free today



New PowerVS clients can receive \$2,000 USD Cloud Credits to experience PowerVS for the first time.

→ [LINK](#)

## Pilot your workload



Subject Matter Experts from IBM or Business Partners are ready to assist you with pilot projects.

See your workload running on PowerVS!

## Get into production fast with migration funding



Offset the cost of migration by leveraging migration funds for services to customers or Business Partners.

*Subject to eligibility requirements*

## Center of Excellence

IBM supporting Business Partners with best practices and training to run pilots and migrations.



