

# 2025 Storage Rewards



## IBM STORAGE REWARDS SELL AND EARN

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Qualifying Sellers or Technical Sellers of IBM client facing Business Partner - Resellers who acquire from an IBM Authorized Distributor or from IBM directly and resell to a qualifying end client eligible products may earn KYI points that will be automatically applied to the individuals IBM Rewards Card equal to the value shown on the eligible product table.

IBM Storage Sell and Earn benefits are available for Business Partner Sellers and Technical Sellers who sell qualifying products as shown in the eligible product table.

This includes IBM Storage FlashSystem, B-Type SAN, IBM Storage Defender Software. Some products such as IBM Storage FlashSystem and IBM Storage Defender offer a First in Enterprise (FIE) accelerator.

First in Enterprise for FlashSystem is defined as those who have not purchased FlashSystem (including prior generations) on or after January 1, 2022 and December 31, 2024. First in Enterprise for Defender is defined as those who have not purchased or renewed Defender, Storage Protect or Storage Suite (including prior generations) on or after January 1, 2022 and December 31, 2024.

Below is a snapshot of what you could earn!

Product description	Base Benefit Value	FIE Benefit Value
<b>FLASHSYSTEM</b>		
FlashSystem 5015, 5045	\$500	\$1,000
FlashSystem 5200, 5300	\$1,000	\$3,000
FlashSystem 7300	\$3,000	\$6,000
FlashSystem 9500	\$5,000	\$10,000
<b>IBM STORAGE DEFENDER</b>		
IBM Storage Defender Software	\$250 for every \$10K sold	\$500 for every \$10K sold
<b>STORAGE AS A SERVICE (STAAS)</b>		
Storage as a Service (Staas 4) - 9601-CT1, CT2, CT3, CT4, CT5	\$1,000	\$3,000
Storage as a Service (Staas 3) - 9601-BT1, BT2, BT3, BT4, BT5	\$3,000	\$6,000
Storage as a Service (Staas 12) - 9601-MT1, MT2, MT3, MT4, MT5	\$4,000	\$8,000
Storage as a Service (Staas 1) - 9601-HT1, HT2, HT3, HT4, HT5	\$5,000	\$10,000
<b>IBM BROCADE SAN (When sold with FlashSystem)</b>		
SAN24B-6	*\$100/pair	
SAN64B-7	*\$300/pair	
SAN128B-7	*\$500/pair	

*\*Equipment must be sold in pairs. Max 2 pairs per claim. SAN benefit is only eligible when attached to an IBM FlashSystem sale.*

*Maximum earnings per transaction \$30,000 USD for Business Partners in North America.*

*No GOE sales are eligible*

## STORAGE PROPOSE AND EARN

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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. You will be presented with two options.

### CLIENT MEETING

Complete the mandatory fields and upon confirmation of the meeting funds will be auto-loaded to your IBM Rewards Card.

- Qualifying client meetings require a Deal Registration #, along with the collaboration of an IBM Seller. Meetings need to be substantive with the purpose of driving potential NEW IBM sales
- In person meeting (e.g. customer premises, event)
- Virtual meeting (e.g. via phone, web conference)

### 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

For a Propose and Earn activity to qualify an IBM Seller must be present for meetings.

Propose and Earn activities with end clients determined to be Government Owned do not qualify under this incentive.

Note that Propose and Earn activities are eligible even if the meeting or assessment does not lead to a closed sale.

Propose and earn meetings and assessments cannot occur on the same day.

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

## IBM STORAGE REWARDS

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Individuals can earn KYI Reward Points for organizing pre-sales activities with First in Enterprise (FIE) IBM Storage FlashSystem, IBM Storage Defender Software end clients.

First in Enterprise for FlashSystem is defined as those who have not purchased FlashSystem (including prior generations) on or after January 1, 2022 and December 31, 2024. First in Enterprise for Defender is defined as those who have not purchased or renewed Defender, Storage Protect or Storage Suite (including prior generations) on or after January 1, 2022 and December 31, 2024.

- One benefit payment of \$1000 for a Client Meeting, and one benefit payment of \$1000 for a Client Assessment, for a total of \$2000 USD per single end user client.
- For a propose and earn activity to qualify an IBM Seller must be present for meetings.

## SAN HEALTH ASSESSMENT BENEFIT

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Individuals can earn \$100 USD in KYI reward points for submitting an end client SAN Health Assessment.

- Individuals can submit a SAN Health Assessment under Propose and Earn tab on KYI by completing the form and uploading the assessment file. Once validated the benefit value will be loaded to the individuals IBM Rewards Card

## START & END DATES

1 Jan - 31 March 2025

Click [here](#) for eligible products list

Full details can be found via the latest Terms and Conditions [here](#)

## HOW TO REGISTER INTO 'KNOW YOUR IBM'

1. Visit the [IBM Splash page](#), sign in using your IBM ID and navigate to Know Your IBM
2. Complete the [Manage my Profile](#) page

## ELIGIBILITY

Ensure you meet all the eligibility criteria for participation in Know Your IBM...

- Complete [IBM Integrity Training](#) within the last 2 years
- Ensure your firm has an active [Business Partner Agreement](#)
- Accept latest Terms and Conditions and Privacy Policy via [Know Your IBM/Manage my Profile](#)

The KYI tool will notify you when new transactions are available for claiming.

Transactions are typically available 30-35 days after the month close.

Individuals will have a full quarter to claim their eligible transactions after which time they will be removed

Eligible Invoices	Available for Claiming until
Q1 Jan 1 - Mar 31, 2025	Jun 30, 2025