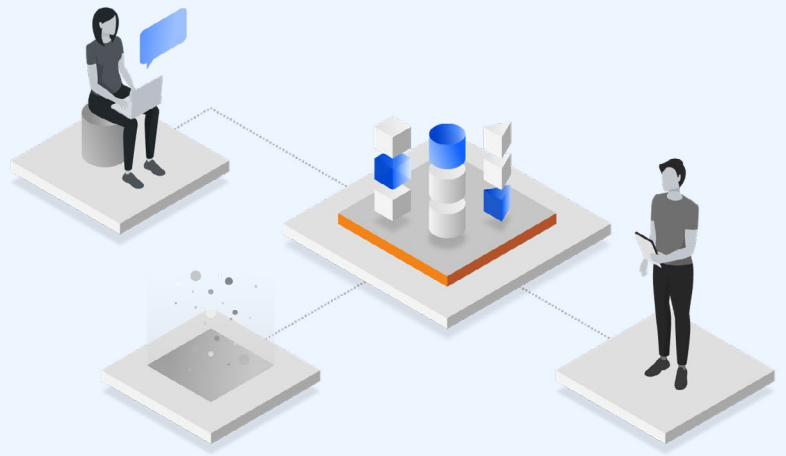


Earn on IBM Software sold via AWS Marketplace



83%

of buyers said they are likely or extremely likely to purchase through the Marketplace in the future.¹

60%

of Marketplace sellers expect to do more than half of their Marketplace business through Private Offers—21% of those anticipate using Private Offers exclusively.¹

>\$10B

Cloud Marketplaces will exceed \$10B in throughput by the end of 2023 and \$50B by the end of 2025.¹

Purchase IBM software from AWS

IBM® software is now available for purchase on the AWS Marketplace in the United States. The full list of available software on AWS is below. AWS customers can use their enterprise discount program (EDP) contract to purchase IBM software and deploy it on AWS. Customers can buy through a private offer (special bid) by working with an IBM Business Partner®. This means Business Partners and IBM ecosystem sellers get paid and retire quota when selling IBM software through AWS. IBM has implemented a simple incentive structure for partner resell transactions through AWS marketplace. Be sure to register your deal on IBM PartnerPortal for maximum earning potential.

<https://partnerportal.ibm.com>

Customers may prefer to buy through AWS marketplace to leverage their EDP or because they have existing deployments they need to manage with IBM software.

By selling IBM software through hyperscaler marketplaces, IBM business partners gain access to buyers' pre-committed cloud spend, accelerate deal velocity, and unlock co-sell opportunities with AWS. IBM Partners should register their opportunities on IBM Partner Portal for increased earning potential and IBM partners can leverage AWS ACE to get presell help and POC credits.

“No better time to be an IBM partner”

Kate Woolley
General Manager
Ecosystem



Deploy IBM Software on AWS

IBM has deployment patterns specifically for AWS, to make it simpler for customers and Partners to deploy software. IBM software on AWS is:

- Cloud-ready, tested and security scanned to ensure reliability
- Verified by AWS and available with faster deployment using AWS Cloud Formation Templates and Amazon Machine Images

IBM Software Available on AWS Marketplace Today

Check Seismic for the full list of [Eligible Part Numbers](#).

IBM Data and AI software can help ROI from existing on-AWS footprints

- IBM Spectrum® LSF
- IBM Spectrum Symphony
- IBM Watson® Discovery
- IBM Cloud Pak® for Data
- IBM Cognos® Analytics
- IBM Db2®
- IBM DataStage®
- IBM Open Data for Industries (ODI)
- IBM OpenPages®
- IBM Planning Analytics

IBM Security software helps simplify your daily security operations on AWS

- IBM Security QRadar® SIEM
- IBM Security QRadar® SOAR
- IBM Security Guardium® Insights
- IBM Security Guardium DP
- IBM Security Trusteer®
- IBM Security Verify

IBM Automation software helps to speed time to market

- IBM API Connect®
- IBM Aspera® on Cloud
- IBM Instana® Observability

IBM Sustainability software can accelerate time to value

- IBM Maximo® Application Suite

IBM Software Learning Content and Roadmap for AWS

Please refer to IBM Hyperscalers Resell Seismic Kit to access the latest sales and client presentations, eligible parts list and current roadmap.

[Know more](#) →

Note: Roadmaps are subject to change without notice.

If you need additional information or assistance, please contact us here: ibm-aws@wwpdl.vnet.ibm.com

1. Trends, predictions, and expert insights into the role of Marketplaces in the Cloud GTM, Tackle.io 2021 report, <https://tinyurl.com/Cloud-Marketplaces-Report>