

IBM North America Business Partner Innovation Center (BPIC) 2014 Offering Guide

Description

The North America (NA) IBM PartnerWorld Business Partner Innovation Center (BPIC) Offering is open to IBM Premier Business Partners in the United States and Canada who embrace IBM's business strategy and who will help bring industry solutions running on IBM platforms to the marketplace. The BPIC Offering requires the Business Partner to make specific commitments in demonstration facilities, technical skills, solution marketing and customer event execution beyond those required in the standard IBM Business Partner Agreement. The dedicated BPIC facilities will showcase Business Partner solutions and services in conjunction with IBM infrastructure technology.

The joint objectives for the Business Partner and IBM in leveraging the BPIC investment are:

- Drive incremental sales revenue of IBM equipment, software and services through integrated solutions
- Increase clothing rates through a consultative approach to solution selling
- Promote strategic initiatives such as Analytics, Big Data, Cloud Computing, Database, and Smarter Planet.

This guide describes the criteria required to participate in the BPIC Offering and the benefits of participation.

Benefits for the Business Partner

Business Partners with an IBM approved BPIC will be recognized as technology leaders alongside IBM for strategic business solutions. Participation as a BPIC will serve as a point of differentiation for Business Partners within IBM and among the Business Partner community. Investment in the BPIC Offering, as part of your business model and go-to-market strategy, is designed to provide an opportunity to shorten the sales cycle, accelerate the deployment of your solutions and services and increase the closure rate due to client confidence in your skills and solutions.

BPICs which are compliant with the offering will be eligible for:

- Quarterly Investment Bonus Payments
- Marketing assistance which includes sales kits, BPIC mark and collateral on PartnerWorld
- Attractive lease options

Benefits to the Customer

The BPIC Offering is designed to provide benefits to both IBM Business Partners and their customers.

Customers can feel confident that they are working with an IBM acknowledged Premier Business Partner with leadership technical skills and consultative cross-platform solution capabilities for their business needs. Customers will be able to see and touch the solutions being proposed to them to address their requirements.

Support may include the following elements:

- Marketing and Technical Briefings
- Product and Solution Demonstrations
- Design Consultations and Proof-of-Concept (PoC) Support
- Product Installation and Implementation Assistance
- Client Training and/or Customized Workshops
- Post-sales Client Support

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Overview

IBM reserves the right to withdraw this offering upon written notice and to modify the offering or its benefits and/or qualification criteria upon a one month's written notice.

Code of Conduct

IBM Business Partners are responsible for ensuring eligible funds under this offering are used only for lawful purposes and in compliance with the terms of the IBM Business Partner Agreement, IBM PartnerWorld Agreement, Business Partner Code of Conduct and the applicable offering terms and conditions. This includes, for example, ensuring that all amenities offered or provided to "Government Owned Entities" are lawful to provide under applicable laws including, without limitation, applicable local or agency government regulations or ethics policies, as well as anti-bribery laws (such as the U.S. Foreign Corrupt Practices Act).

Business Partners must comply with the IBM Code of Conduct when performing any marketing activities, including those approved under this offering. In particular, if the Business Partner invites a "Government Owned Entity" to any marketing event, the Business Partner must comply with the section of the Code of Conduct entitled "Dealing with Government Clients". Funding may be withdrawn or full reimbursement requested by IBM if the Business Partner fails to comply with the Code of Conduct with respect to marketing activities. The Code is available at:

https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_jnw_code_conduct/lc=en_ALL_ZZ

IBM Business Partner Commitment

Commitment Definition	Requirements
PartnerWorld Status	<p><u>PartnerWorld participation level</u> Premier level required Solution Provider Tier 1 or Solution Provider Tier 2</p>
BPIC Foundation Requirements	<p><u>Facility:</u> A well-appointed, IBM approved facility, operated and staffed by the Business Partner with approximately 1,500 square feet.</p> <p><u>Space:</u> It is recommended that approximately 500 square feet be dedicated to IBM platform areas supporting solution / services demonstrations and/or Proof-of- Concept (PoC) activities for IBM servers, storage and middleware. The remaining area be configured for client briefings, classrooms and/or breakout rooms.</p> <p>Inspection and approval of the facilities by a local IBM Channel representative will be required prior to Supplement acceptance by IBM.</p> <p><u>IBM Platforms and Solutions:</u> A BPIC is required to feature an IBM defined number of IBM platforms in the BPIC facility. The number of required platforms is dependent on the type of BPIC operated by the participant: Primary BPIC or Secondary BPIC.</p> <p>In addition, BPICs who have selected to feature Power Systems may also choose to feature a maximum of two (2) Power Systems Solutions for which they may be eligible to receive funding.</p> <p>Refer to the "Primary BPIC" or "Secondary BPIC" section of this guide for specific IBM equipment requirements and Attachment B, "Certification and Skill Requirements by Platform and Solution"</p> <p><u>Staffing Requirements:</u> It is recommended that at least two readily available technical staff with associated BPIC certifications and at least one available sales/business development person be available during normal business hours at the center location.</p> <p><u>BPIC liaison:</u> The BPIC is required to provide a single point of contact to be the liaison to IBM for the BPIC relationship. The liaison will participate in BPIC business and technical reviews that may be requested by IBM. The liaison will also be responsible for submitting a quarterly compliance report for all the</p>

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	Business Partner's approved BPIC locations.
<p style="text-align: center;">Revenue and Marketing Opportunity Criteria for New BPIC Applications</p>	<p>An IBM Premier Business Partner who would like to apply for the BPIC Offering must meet the following criteria:</p> <p>1. Revenue Requirements: Primary BPIC: Business Partners applying as a Primary BPIC must have contributed a minimum of \$1,000,000 of qualifying IBM System Technology Group (STG) Business Partner Channel revenue over the previous four quarters at the time of application to meet the revenue requirement.</p> <p style="text-align: center;">OR</p> <p>Secondary BPIC: Business Partners applying as a Secondary BPIC must have contributed a minimum of \$350,000 of qualifying IBM STG Business Partner Channel revenue over the previous four quarters at the time of application to meet the revenue requirement.</p> <p>The revenue contribution will be measured by the IBM Business Partner Datamart (BPDM) Database. Eligible products include the following: Power Systems, PureSystems, System x, System z and Systems Storage.</p> <p>2. Marketing Opportunity: The IBM Market Intelligence opportunity data for hardware and software in a defined area will be reviewed before IBM will approve the proposed location. The opportunity data used will be the IBM Marketing Intelligence Opportunity database.</p> <p>The following conditions must be met: USA: The requested proposed location must be in a Core Based Statistical Area (CBSA) where there are no other IBM approved BPICs. Canada: The requested proposed location must be in a Province where there are no other IBM approved BPICs.</p> <p style="text-align: center;">OR</p> <p>If there are other IBM approved BPICs in the defined CBSA (USA) or Province (Canada) then the hardware and software opportunity in that CBSA or Province must be \$400 Million or more per BPIC and the total number of single enterprises must be four thousand (4,000) or more.</p> <p>(CBSA Definition: The <u>United States Office of Management and Budget (OMB)</u> has defined 942 <u>Core Based Statistical Areas (CBSAs)</u> for the <u>United States of America</u>. The OMB defines a Core Based Statistical Area as one or more adjacent <u>counties</u> or <u>county equivalents</u> that have at least one <u>urban core area</u> of at least 10,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. The 942 Core Based Statistical Areas currently defined by the OMB include the 366 <u>Metropolitan Statistical Areas (MSAs)</u>, which have an urban core population of at least 50,000, and the 576 <u>Micropolitan Statistical Areas (SAs)</u>, which have an urban core population of at least 10,000 but less than 50,000.</p> <p>For a complete list of CBSAs go to the following link: http://en.wikipedia.org/wiki/Table_of_United_States_Core_Based_Statistical_Areas</p> <p>Other Business Partner owned customer-facing centers which are located in the proposed area that receive any form of IBM funding may also be taken into consideration</p>
<p style="text-align: center;">Annual Revenue Renewal Requirement</p>	<p>All BPICs are required to contribute an IBM defined minimum amount of STG Business Partner Channel revenue in the 2014 calendar year to be eligible for renewal in the 2015 BPIC Offering.</p> <p>Refer to the Refer to the “Primary BPIC” or “Secondary BPIC” section of this guide for specific revenue requirements for renewal for the 2015 BPIC Offering.</p>

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	<p>A BPIC which does not meet the annual revenue requirement for renewal will not be renewed for the 2015 BPIC Offering. The Business Partner will be required to reapply to the BPIC Offering when all new requirements have been met, and will be required to achieve all such criteria including the revenue attainment criteria for a new BPIC applicant.</p>
<p style="text-align: center;">Certification and Skills Requirements</p>	<p>All BPICs may be required to complete advanced level product and solution skills and certifications. If a specialty is required, the BPIC must complete all the specialty requirements and be "accepted" into that specialty.</p> <p>Refer to Attachment B, "Certification and Skill Requirements by Platform and Solution"</p> <p>*****</p> <p><u>New BPIC Applicants in 2014:</u></p> <p>The Business Partner's compliance with the certification and specialty requirements published in this guide will be validated when the Business Partner's application is received. All requirements and validations must be successfully completed before the application will be approved.</p> <p>*****</p> <p><u>All BPICs - Validation*</u></p> <p>Certifications and specialties are considered valid if any of the following apply:</p> <ul style="list-style-type: none"> ● they are listed in the IBM Partner Profile System (PPS) listed under the Business Partner's Partner-World Country Enterprise ID. ● a Business Partner can provide a proof-of-completion certificate for certification validation. ● Specialty "accepted" notifications may be used to validate that a specialty has been achieved. <p>*The Business Partner must submit the proof-of-completion / specialty "accepted" documentation to the BPIC Offering Manager prior to being approved as a BPIC.</p> <p>NOTE: To meet a certification requirement, the employee must be a full time employee of the Business Partner firm; W-2/T4 (US/Canada) employees.</p> <p>"Full-time" means that the employee works a minimum of 35 hours per week. Contractors, agents, or consultants are not eligible to meet the certification requirements.</p> <p>The required sales and technical employees must work in the country where the BPIC is located.</p> <p>A BPIC who is not compliant with the certification and/or specialty requirements during the contract period will forfeit the Investment Bonus Payment for the platform(s) and solution(s) not compliant for that quarter.</p> <p>If the BPIC continues to be non-compliant for all required certifications and specialties by the end of the 2014 calendar year, the BPIC will not be renewed for the 2015 BPIC Offering.</p>
<p style="text-align: center;">Demonstration Equipment Requirements</p>	<p><u>New BPIC Applicants in 2014</u></p> <p>A Business Partner who applies for the BPIC Offering must meet the demonstration equipment requirements listed in the 2014 BPIC Offering Guide, Attachment B, "Demonstration Equipment Requirements and Eligible Machine Types", before the application will be approved.</p> <p>All required demonstration equipment must be physically installed and operational in the proposed BPIC facility. The Business Partner must provide the Machine Type (MT), Model (MDL) and Serial Number (SN) for all required demonstration equipment to the BPIC Offering Manager. This information must be validated in the IBM databases before the application will be approved.</p> <p>An on-site facility inspection conducted by an IBM representative is required before the BPIC application will be approved. The Business Partner is responsible to arrange for the on-site facility inspection with an IBM representative. The Facility Inspection form must be completed by the IBM representative and sent by</p>

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the IBM representative to the BPIC Offering Manager.

Demonstration Equipment Validation

Required demonstration equipment must show as “installed” in the IBM database before the application will be approved.*

*Certain products may not show an “install” date in the IBM database. In those cases, the “build date”, “ship date” or other IBM approved method for validation will be used.

BPICs approved prior to January 1, 2014:

All BPICs must comply with the requirements outlined in the March 2014 BPIC Offering Guide.

Power Systems, PureFlex, System x and Systems Storage:

The Business Partner must provide the Machine Type (MT), Model (MDL) Serial Number (SN) or IBM order number for all required demonstration equipment by **June 30, 2014** to be compliant.

The required demonstration equipment must be in one of the following statuses by **June 30, 2014** to be compliant:

- “Install”: reflect an installed status in the IBM installation database at the BPIC location address
- IBM order number for on order equipment
Ex.: IBM SAP order number

If the BPIC does not provide the MT, MDL, SN or IBM order number for all required demonstration equipment by June 30, 2014, the 2Q 2014 Investment Bonus Payment for the deficient platform(s) or solution(s) will be forfeited.

All future quarters' payments will be forfeited until the BPIC is compliant with this requirement.

System z only

The required System z equipment must be shipped by **June 27, 2014**. It must be validated as being installed by **July 31, 2014** in the IBM database.

*System z is available for only one (1) approved IBM Business Partner Enterprise

IBM Order Validation – BPICs approved prior to January 1, 2014

IBM reserves the right to validate that the equipment which was on order with an IBM order number, to meet the June 30, 2014 deadline, was shipped and installed at the BPIC location.

Demonstration Equipment: On Order by June 30, 2014

For all equipment which was on order by June 30, 2014, the BPIC is required to provide the Machine Type (MT), Model and Serial Number (SN) to the BPIC Offering Manager. That information must be submitted by **July 31, 2014**. If the required equipment is not showing “shipped” and/or “installed” at the BPIC location in the IBM databases by July 31, 2014, the 3Q 2014 Investment Bonus Payment for the deficient platform(s) will be forfeited. All future Investment Bonus Payments for deficient platform(s) or solution(s) will also be forfeited until compliance validated by IBM.

If IBM determines that the order has been cancelled or the order has not been shipped and installed in the BPIC in a timely manner, the Investment Bonus Payment(s) will be forfeited for all deficient platforms or solutions for each quarter the required demonstration equipment is not compliant.

The BPIC is responsible to work with his/her distributor to ensure that all required IBM demonstration equipment is listed as “installed” at the BPIC location, in the IBM database.

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	<p>All demonstration equipment and serial number issues must be resolved by September 30, 2014 to be eligible for the 3Q 2014 Investment Bonus Payments. If an issue is not resolved by September 30, 2014, the 3Q Investment Bonus Payment(s) will be forfeited for the deficient platform(s) or solution(s) . All future Investment Bonus Payments will be forfeited until the issues have been resolved.</p> <p>*****</p> <p><u>All BPICs: Demonstration Equipment Compliancy</u></p> <p>IBM reserves the right to validate that your required demonstration equipment is installed and in continued use in your BPIC at any time through either an on-site inspection or serial number validation in the IBM database.</p> <p>If the required demonstration equipment is found to be not installed and not in continued use at the BPIC location, the Investment Bonus Payment(s) will be forfeited for the deficient platforms(s) or solution(s) for the quarter that the validation was performed and all subsequent quarters until compliance is validated.</p> <p>NOTE: IBM may collect previously made payments for deficiency in demonstration equipment and solution requirements.</p> <p>Refer to Attachment A, “Demonstration Equipment Requirements and Eligible Machine Types”.</p>
<p>Competitive Vendor Equipment</p>	<p><u>All BPICs – Competitive Vendor Equipment</u></p> <p>The IBM BPIC Offering is designed to be a showcase for IBM products. If the placement of other vendor products in the center is found to be a deterrent from showcasing the IBM products, it will be considered a material breach of the Supplement. In such cases, IBM reserves the right to immediately terminate the BPIC Supplement upon notification. All current and future bonus payments will be forfeited.</p>
<p>Additional Platform(s) and Solution(s)</p>	<p>All BPICs - may select to feature an additional funded platform(s) in their approved BPIC facility location(s) provided they complete all requirements that are listed for the platform(s).</p> <p>Business Partners who have a Primary BPIC or who have both a Primary and Secondary BPIC - may add Power Systems Solutions in their approved BPIC facility provided they meet all the requirements for the Power Systems Solution(s).</p> <p>Refer to the “Primary BPIC” or “Secondary BPIC” section of this guide for details.</p>
<p>Annual On-Site BPIC Facility Inspection</p>	<p><u>BPICs approved prior to January 01, 2014</u></p> <p>BPICs approved prior to January 01, 2014 are required to arrange for an annual on-site BPIC facility inspection for each approved BPIC location. The BPIC is responsible to contact his IBM representative who will conduct the on-site inspection. The IBM representative must complete the on-site inspection and submit the completed on-site inspection form to the BPIC Offering Manager.</p> <p>The 2014 deadline for the inspection to be completed and the form submitted by the IBM representative is April 30, 2014.</p> <p>If the annual on-site BPIC facility inspection form is not received by the BPIC Offering Manager from the IBM representative by April 30, 2014, the 1Q 2014 Investment Bonus Payments for all platforms and solutions will be forfeited.</p> <p>All payments for subsequent quarters will be forfeited until the deficient physical on-site inspection is brought into compliance and validated by the IBM representative and the IBM BPIC Offering Manager.</p>

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	<p><u>Site Inspection Form</u> The site inspection form will be provided by the BPIC Offering Manager. It can also be found on the following Web site: www.ibm.com/partnerworld/teambpic</p> <p>NOTE: IBM may perform additional site inspections throughout the year, as it deems fit. Such additional site inspections shall occur upon notice to the BPIC and during normal business hours.</p>
<p>Quarterly Compliance Reports</p>	<p>All BPICs – Quarterly Compliance Report:</p> <p>All BPIC are required to submit a quarterly compliance report for each approved BPIC location to the IBM BPIC Offering Manager and insure receipt by the due dates which are listed in this section.</p> <p>The BPIC Offering Manager will provide the compliance report format.</p> <p>The Business Partner will use this report to validate:</p> <ul style="list-style-type: none"> • all required specialties, and employee certifications are still maintained by the appropriate employee(s) • all required demonstration equipment and/or software is installed in the BPIC location • the BPIC location continues to meet IBM standards • the BPIC facility is in the currently approved location. <p>The form is also used to report customer event information..</p> <p>If the quarterly compliance report is not received by each quarter's due date, the BPIC will forfeit the Investment Bonus Payments for all platforms and Power Systems Solutions for that quarter.</p> <p>2014 Compliance Reports due dates: 1Q 2014 Compliance Report received by IBM by April 15, 2014 2Q 2014 Compliance Report received by IBM by July 15, 2014 3Q 2014 Compliance Report received by IBM by October 15, 2014 4Q 2014 Compliance Report received by IBM by January 15, 2015</p>
<p>Compliance and Change Notifications</p>	<p><u>Deficiencies Occurring during the Year:</u></p> <p>A BPIC must notify the IBM BPIC Offering Manager of any 2014 BPIC Offering deficiency within one month of its occurrence and provide a plan to correct the deficiency. All plans are subject to IBM's approval. If the plan is not approved, the Investment Bonus Payment(s) for that quarter may be forfeited.</p> <p>The forfeited Investment Bonus Payment(s) will be for the deficient IBM Systems platform(s). If the deficiency is for a cross platform(s) or solution(s) requirement, the Investment Bonus Payment for all IBM Systems platforms and solutions may be forfeited.</p> <p>If the deficiency is not corrected according to the IBM approved plan, the BPIC Supplement may be immediately terminated.</p> <p>*****</p> <p><u>Employee Certification Deficiencies</u></p> <p>The BPIC must notify the IBM BPIC Offering Manager within one month of the departure date for any employee(s) who held a required certification.</p> <p>The BPIC will have three months from the employee's departure date to meet the deficient required certification(s).</p> <p>If a required IBM certification is not available from IBM to complete the requirement, the BPIC may complete the replacement IBM certification for the original certification. The BPIC must demonstrate to IBM that the employee(s) is enrolled in the necessary courses and actively working to complete that certification.</p>

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	<p><u>Unreported Deficiencies</u></p> <p>If IBM becomes aware of a deficiency that was not reported in a timely fashion, the BPIC Supplement may be immediately terminated and all current and future Investment Bonus Payments for all IBM Systems platforms will be forfeited.</p> <p>The Business Partner may reapply for the BPIC Offering when all deficiencies are corrected.</p> <p>*****</p> <p><u>Acquisitions and Mergers</u></p> <p>BPICs must notify the IBM BPIC Offering Manager within one (1) month of any pending changes to the company's status that may result in a change to their IBM Business Partner relationship. This includes acquisitions and mergers.</p> <p>If the IBM BPIC Offering Manager becomes aware of a change that was not reported, termination of the BPIC Supplement will occur immediately upon notification by IBM. All current and future Investment Bonus Payments will be forfeited</p> <p>Approved BPICs which either: a) merge with another company, b) are acquired by another company, or c) acquire another company must contact IBM to determine how the change will affect their currently approved BPIC location(s) and associated benefits.</p> <p>IBM, at its sole discretion, will determine whether the approved BPIC may continue operation after the merger or acquisition. Should IBM approve continuation of the BPIC status, IBM and the emerging BPIC participant must mutually agree to: a) continue the existing BPIC status with the associated requirements and benefits which were in effect at the time of the change, or b) change the existing BPIC status with the associated requirements and benefits.</p> <p>NOTE: IBM's determination will remain in effect until the end of the calendar year in which the merger or acquisition took place. At the beginning of the calendar year following the merger/acquisition, the BPIC status will be determined based on the status of the new entity and the business results of the BPIC from the prior year.</p> <p>*****</p> <p><u>Change in Approved BPIC Location</u></p> <p>If the Business Partner proposes relocation of the approved BPIC location, the BPIC must request approval from the IBM BPIC Offering Manager for the location change at a minimum of one (1) month prior to an actual move.</p> <p>NOTE: IBM has the right to reject the planned new location for any reason or for no reason without liability of any kind.</p> <p>BPICs who fail to notify the IBM BPIC Offering Manager of a change in the approved BPIC location, will forfeit all quarterly Investment Bonus Payment for that quarter. All future Investment Bonus Payments will be forfeited until IBM approves the new location. Additionally, a new site inspection must be completed and an updated BPIC Supplement signed by the BPIC and be accepted by IBM.</p>
<p>Marketing and Enablement Events</p>	<p>In the 2014 calendar year, BPICs are required to conduct, feature, discuss and report events for each platform and solution for which they receive funding.</p> <p>Individual Platform and Solution Event Requirements:</p> <ul style="list-style-type: none"> ● Power Systems, PureFlex, System x and Systems Storage A minimum of three (3) customer face-to-face events or other live customer interactive Web-based customer events is required each consecutive quarter for Power Systems, PureFlex, System x and Systems Storage for each platform for which funding is received.

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• **Power Systems Solutions**

A minimum of one (1) multi-customer face-to-face event or other live customer interactive Web-based event is required each quarter for each Power Systems Solution for which funding is received.

NOTE:

Power Systems Solution events are not incremental to the Power Systems event requirement. They will count towards the Power Systems event requirement.

Business Partners who have a Primary BPIC only or who have both a Primary and a Secondary BPIC:

Power Systems Solutions Events (effective 2Q14):

All Power Systems Solution events must adhere to the following criteria:

- events for a solution can be multi-customer events, 1-on-1 customer events or other live customer interactive Web-based events with a minimum total number of unique customers in attendance.
- If two solutions are selected, the same customers can attend each of the different solution's events and count towards each different solution's number of events requirements.

See the following example:

Ex. Primary BPIC Analytics event on 05/02/14: customers A, B, C, D, E
Database event on 05/17/14: customers A, B, C, D, E

- Power Systems Solution events can feature two (2) Power Systems Solutions and count towards each solution's requirements, provided the pipeline requirement is met for each solution in a quarter.
- each quarter the BPIC must report a minimum amount of pipeline revenue for each solution. The revenue will be validated in GPP or Siebel by a code supplied by the BPIC Offering Manager.
- Only pipeline opportunities for customers attending that quarter's events will count towards that quarter's pipeline revenue requirement.
- Opportunities will count **only one (1) time per solution.**
- BPICs must report the following information on the quarterly compliance report for each Power Systems Solution event held in the quarter:
 - customer names
 - opportunity numbers.

NOTE: Power Systems Solution Events

- Power Systems Solution events which do not meet the required minimum number of unique customers in attendance in a quarter, will not count towards that Power Systems Solution event requirements for that solution. The BPIC will forfeit that quarter's Power Systems Solution(s)'s Investment Bonus Payment(s).

Primary BPIC – per solution:

- five (5) unique customers per quarter per solution
- minimum of \$300K in lead revenue per quarter
- all leads must be unique; they cannot be reported more than one time for each solution

Business Partners who have both Primary BPIC(s) and Secondary BPIC(s)

Business Partners who do not have a Primary BPIC are not eligible to select and receive Investment Bonus Payment(s) for Power Systems Solution(s) for a Secondary BPIC.

Only those Business Partners who have both a Primary BPIC and Secondary BPIC, those Secondary BPICs are eligible to receive Investment Bonus Payments for Power Systems Solutions for the Secondary BPIC provided the following criteria are met:

- Primary BPIC must select Power Systems and Power Systems Solution(s)
- three (3) unique customers per quarter per solution
- minimum of \$150K in lead revenue per quarter
- all leads must be unique; they cannot be reported more than one time for each solution

Power Systems Solution events will count towards the minimum of three (3) quarterly events for the Power Systems event requirement.

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Event platform examples:

Example 1:

BPIC is funded for Power Systems, PureFlex and Systems Storage.

1Q14 events:

- The BPIC conducts and reports three events per funded brand.
- The BPIC is eligible for the Investment Bonus Payment for each platform.

2Q, 3Q, 4Q events

The BPIC continues to conduct and report a minimum of three (3) events per quarter per platform each quarter to meet the event requirement.

Example 2 – did not meet minimum event requirement for Power Systems:

BPIC is funded for Power Systems, PureFlex and Systems Storage.

Quarterly Reports:

1Q14 events:

- **Power Systems: 2 events**
- PureFlex and Systems Storage: 3 events per platform
- the BPIC did not meet the Power Systems event requirement for 1Q14 and is not eligible for the Power Systems Investment Bonus Payment
- the BPIC is eligible for the PureFlex and Systems Storage Investment Bonus Payment

2Q, 3Q, 4Q events

The BPIC continues to conduct and report three (3) events per quarter for PureFlex and Systems Storage and is eligible to receive the Investment Bonus Payment for those platforms each quarter.

Since the BPIC was deficient for Power events in 1Q, the BPIC must conduct and report the minimum of three (3) Power events in two of the remaining quarters and four (4) Power events in one of the remaining quarters in order to be compliant with the Power event requirement of twelve (12) events for the year.

NOTE:

BPICs who select to feature Power Systems Solution(s) are required to hold a minimum of one (1) event per selected Power Systems Solution per quarter.

BPICs are encouraged to conduct and report more than the required number of events.

Power Systems Events- Power Systems vs. PureFlex with a Power Compute Node:

PureFlex events which feature a Power Compute Node do **not** count towards the Power Systems event requirement. PureFlex events which feature a Power Compute Node will **only count** towards the PureFlex event requirement.

System z

If funding is received for System z, the BPIC must report customer face-to-face events where System z was featured and discussed.

System z does not have a minimum event requirement.

Multiple Platforms

A single event may feature multiple IBM platforms. The total number of required events to be conducted and reported depends on the number of platforms featured in an event.

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Eligible Event Locations

The fundamental intent of the BPIC Offering to utilize the BPIC facilities and required equipment in all eligible custom face-to-face events.

The required customer face-to-face events can be held in the BPIC facility or at an off-site location. If an event is held at an off-site location, the BPIC must use the required equipment resources located in the BPIC facility for the event.

A live interactive customer Web-based presentation will count towards the required number of events provided the customer can interact with the BPIC during the presentation. The required equipment resources located in the BPIC facility must be used in the presentation.

Non-Eligible Events:

Events that do **not** meet the platform or solution event requirements include:

- BPIC facility resources not utilized in event
- Pre-recorded Web events

Event Deficiencies:

If the required number of events per platform or solution is not reported each quarter, the Investment Bonus Payments for deficient platform(s) or solution(s) will be forfeited for that quarter.

By the end of the 2014 calendar year, if the total number of required events is not conducted and reported for each platform or solution for which the BPIC is receiving funds, the BPIC will forfeit the 4Q14 Investment Bonus Payment for the deficient platform(s) or solution(s).

BPICs are encouraged to conduct and report more than the required number of events.

BPICs approved after January 01, 2014

Event requirements are prorated on a quarterly basis for BPICs who are approved after January 01, 2014. Those BPICs must conduct, feature, discuss and report an average of three (3) customer face-to-face or other live customer interactive Web-based events for each quarter they have been approved, for each platform or solution for which they receive funds.

Example: BPIC approved August 1, 2014

A Business Partner is approved for the BPIC Offering on August 1, 2014 and received funds for Systems Storage, PureFlex and Power Systems.

The BPIC must conduct, feature and discuss Systems Storage three (3) times, PureFlex three (3) times and Power Systems three (3) times in customer face-to-face events or other live customer interactive Web-based events each quarter. The total number of events per platform and solution to be reported for the year is six (6) per platform.

REMINDER:

Individual Platform and Solutions Event Requirements

- **Power Systems, PureFlex, System x and Systems Storage**
A minimum of three (3) customer face-to-face events or other live customer interactive Web-based customer events is required each **consecutive** quarter for Power Systems, PureFlex, System x and Systems Storage.

- **Power Systems Solutions (effective 2Q14)**

Primary BPIC

A minimum of one (1) event and a minimum total of five (5) unique customers must attend a Power System Solution event(s) in a quarter. Events can be live multi-customer face-to-face, 1-on-1 live customer facing event(s) or other live customer interactive Web-based for each Power Systems Solution selected.

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	<ul style="list-style-type: none"> • Secondary BPIC Business Partner must have a Primary BPIC to be eligible for the Secondary BPIC to participate in Power Systems Solution. A minimum of one (1) event and a minimum total of three (3) unique customers must attend a Power System Solution event(s) in a quarter. Events can be live multi-customer face-to-face, 1-on-1 live customer facing event(s) or other live customer interactive Web-based for each Power Systems Solution selected.
Additional BPIC Locations	Refer to the “Primary BPIC” and “Secondary BPIC” sections of this guide for details.

IBM Commitment

PartnerWorld BPIC Offering Support	<p>Business Partners joining the BPIC Offering will be able to participate in the following enablement and activities made available to support communications and marketing initiatives:</p> <ul style="list-style-type: none"> • BPIC Brand mark: permission to use the "IBM Business Partner Innovation Center" Brand mark is granted to the Business Partner for use on collateral, Web sites, etc. Authorization and usage guidelines will be provided through the PartnerWorld Trademark Attachment and the PartnerWorld BPIC Mark Supplement. • PartnerWorld BPIC Web site includes product information, marketing tools and resources for your use to help you be successful. Refer to the following Web site: www.ibm.com/partnerworld/bpic • PartnerWorld BPIC Online Directory • BPIC Community Calls • Platform and solution speed sheets providing key topics and links to specific IBM Web sites.
IBM Marketing and Enablement Event Support	<p>The BPIC entitled Web pages will post links to available product and marketing collateral, sales kits, Seminar-in-a-Box kits and other support materials.</p> <p>IBM may invite the BPIC to host or support IBM sponsored events in the BPIC facility.</p> <p>IBM may offer co-marketing funds for customer face-to-face events and other live customer interactive Web-based events which spotlight the IBM platforms and solutions installed in the BPIC facility.</p>
IBM BPIC Lease	<p><u>BPIC Lease</u></p> <p>Business Partners are eligible to utilize the IBM Global Finance (IGF) BPIC Lease Offering to acquire selected IBM Systems for demonstration use only within the BPIC facility.</p> <p>The lease offering is designed to provide very attractive lease rates, terms and conditions for IBM products. The BPIC Lease offering is an amendment to the IBM Development Lease (IDL) offer. Acquisitions through the BPIC Lease must adhere to the terms and conditions outlined in the BPIC Lease offering and the IBM development Lease (IDL).</p> <p>Offering details are outlined in the Hardware Mall and include terms and conditions, rules and requirements which include minimum transaction size and firm-level maximum quantities.</p> <p>Final eligibility to utilize the BPIC Lease is contingent on credit approval by IBM Global Financing.</p> <p>Equipment ordered through the BPIC Lease must be installed in the approved BPIC facility location. The BPIC Lease may only be used to acquire equipment for dedicated use at approved BPIC facility locations.</p> <p>Refer to the following links for additional lease information:</p> <ul style="list-style-type: none"> • IBM Development Lease: https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/igf_com_fin_promo_sdbpsil/lc=en_US

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	<ul style="list-style-type: none"> • IBM BPIC Lease: http://www-03.ibm.com/financing/partner/promotions/bpic.html. This site includes links to files to assist you with ordering instructions. It also includes lists of eligible products and their monthly lease rates. Only those products listed on the spreadsheets may be ordered through the BPIC Lease Offering. • IBM Hardware Mall: https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/isv/hardwaremall <p><u>Eligibility:</u></p> <p>BPIC candidates who are planning to acquire IBM equipment to meet the terms of the BPIC Offering may be eligible to utilize the BPIC Lease Offering. A BPIC candidate must sign a Letter of Intent (LOI) to join the BPIC Offering. The Business Partner may utilize the BPIC Lease to acquire IBM equipment for the proposed BPIC site after the LOI is approved.</p> <p>Execution of the LOI will provide access to the IBM BPIC Lease for an initial period of three months while all other BPIC Offering requirements are being completed.</p> <p>After expiration of the three month period, if the Business Partner has not met all requirements to be approved as a BPIC, the Business Partner will no longer qualify for the BPIC Lease under the provisions of the LOI. The LOI is not renewable.</p> <p><u>Approved BPIC Participants:</u> After the BPIC Offering application is approved and the PartnerWorld BPIC Hardware Supplement is signed by the Business Partner and accepted by IBM, the BPIC will have access to the BPIC Lease to order additional equipment for approved BPIC locations only.</p> <p>NOTE: All BPIC Lease requests remain contingent on IGF credit approval.</p>
<p style="text-align: center;">BPIC Investment Bonus Payment</p>	<p>A BPIC must be compliant each quarter with all requirements listed in this guide by the published due dates to be eligible for each funded platform's and solution's quarterly Investment Bonus Payment.</p> <p>BPIC Investment Bonus Payments will be paid quarterly in the second month of the following quarter:</p> <p>1Q14 Payment: May, 2014 2Q14 Payment: August, 2014 3Q14 Payment: November, 2014 4Q14 Payment: February, 2015</p> <p>*****</p> <p><u>New BPIC applicants in 2014:</u></p> <p>To qualify for Investment Bonus Payments, the BPIC application must be received, requirements completed and validated by the IBM BPIC Offering Manager and the PartnerWorld BPIC Hardware Supplement signed by the Business Partner and accepted by IBM by the due dates listed in the BPIC Application Process section of this guide.</p> <p>NOTE: An application that is not approved, or the BPIC Supplement that is not signed and accepted by IBM according to the detailed timeline, will be considered for the following quarter.</p> <hr style="border: 2px solid black;"/> <hr style="border: 2px solid black;"/>

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	<p>Primary BPICs Refer to the “Primary BPIC” Section of this guide for Investment Bonus Payment information.</p> <p>Secondary BPICs Refer to the “Secondary BPIC” Section of this guide for Investment Bonus Payment information.</p>
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BPIC Application Process

Application Process	<p><u>Application Submission Timeframe</u> Business Partners are eligible to apply to become an approved BPIC in 1Q, 2Q and 3Q in 2014. No new applications will be accepted for approval in 4Q14.</p> <p>The Business Partner must submit the BPIC application form to the BPIC Offering Manager by the last day of the first month in the quarter for which the Business Partner plans to be approved and to receive Investment Bonus Payments.</p> <p><u>Application Validation</u> The IBM BPIC Offering Manager will verify that all requirements outlined in the 2014 BPIC Offering Guide have been met. All requirements must be completed and validated by the 15th day of the second month in the quarter, or the Monday following the 15th, if the 15th falls on a weekend.</p> <p><u>Application Approval</u> After the BPIC Offering Manager completes the validation, if all requirements have been completed and met, the application will be approved. Both the Business Partner and the IBM Business Partner Support Organization (BPSO) will be notified of the approval. The IBM BPSO will execute the BPIC Supplement (contract).</p> <p><u>BPIC Supplement</u> The IBM BPSO will send the BPIC Supplement to the Business Partner for review and acceptance. The Business Partner’s signed BPIC Supplement must be returned to the IBM BPSO and accepted by IBM by 12:00 p.m., ET by the last working day of the second month of the quarter for Investment Bonus Payments to be paid for that quarter.</p> <p>All required demonstration equipment must reflect an ‘installed’ status at the BPIC address, or built/shipped for System x and High Volume Storage in the IBM installation database.</p> <p>The application will not be approved until all required demonstration equipment has been validated by IBM as previously stated, the on-site facility inspection conducted and form submitted by an IBM representative to the IBM BPIC Offering Manager by the date stated, under Application Validation.</p> <p>If the BPIC Supplement is not signed by the last working day of the second month in a quarter, the application will be completed in the following quarter.</p> <p>Business Partners who are interested in the 2014 BPIC Offering should work with their IBM Business Partner Channel Sales representative, or if none is assigned, contact the IBM BPIC Offering Manager if help is required.</p> <p>Business Partners who need to acquire equipment to qualify for the BPIC offering and want to use the BPIC Lease, must sign a Letter of Intent (LOI).</p> <p>Refer to the the “IBM Lease for BPICs” section under IBM commitments for details.</p> <p>Refer to the following Web site for the BPIC Letter of Intent document: www.ibm.com/partnerworld/teampbic</p> <p>NOTE: Approval to operate a BPIC may be declined by IBM at its sole discretion for any reason or for no reason with no liability to IBM of any kind.</p>
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<p style="text-align: center;">Additional Platform and Solution Application Process</p>	<p>All BPICs who want to add an additional IBM platform(s) to an approved Primary or Secondary BPIC must submit an application for the additional platform or solution.</p> <p>Business Partners with an approved Primary BPIC only or who have both a Primary and Secondary BPIC are eligible to apply for approval for an additional platform(s) and solution(s) in 1Q, 2Q and 3Q in 2014. No applications for an additional platform(s) and solution(s) will be accepted for approval in 4Q14.</p> <p>Refer to the the following Web site for the Primary and Secondary BPIC Additional Platform and Solution Application forms: www.ibm.com/partnerworld/teambpic</p>
<p style="text-align: center;">BPIC Supplement</p>	<p>The PartnerWorld Hardware BPIC Supplement must be accepted by IBM for participation in the 2014 BPIC Offering.</p> <p>The BPIC Supplement is a transaction document to the PartnerWorld BPIC Attachment to the IBM PartnerWorld Agreement.</p> <p>These documents will be provided to Business Partners who want to apply for participation in the BPIC Offering.</p> <p>Refer to Attachment C, “IBM PartnerWorld Agreement: Business Partner Innovation Center (BPIC) Attachment “</p>

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2014 IBM Business Partner Commitment: Primary BPIC

Commitment Definition	Requirements
New Primary BPIC Revenue Requirement	Business Partners applying as a Primary BPIC must have contributed a minimum of \$1,000,000 of qualifying IBM System Technology Group (STG) Business Partner Channel revenue over the previous four quarters at the time of application to meet the revenue requirement.
Primary BPIC: Annual Revenue Renewal Requirement	<p>All Primary BPICs are required to contribute a minimum of \$1,000,000 in STG Business Partner Channel revenue in the 2014 calendar year to be eligible for renewal for the 2015 BPIC Offering.</p> <p>A BPIC who does not meet the annual revenue requirement for renewal will not be renewed for the 2015 BPIC Offering. The Business Partner will be required to reapply to the BPIC Offering when all new requirements have been met, including the revenue requirement for a new BPIC applicant.</p>
Primary BPIC: Certification and Skills Requirements	<p>Cross-Platform Skills and Certification/Test Requirements required at time of BPIC application and maintained unless noted otherwise.</p> <p><u>1. IBM Certified Infrastructure Systems Architects (I-SA)*</u> A description may be found at the following Web site: http://www-03.ibm.com/certify/certs/isa_index.shtml</p> <p>Proof of enrolment in the I-SA Certification Program in the form of verification from the I-SA team will be required when the BPIC application is submitted. The I-SA Certification Program must be successfully completed within 18 months from the BPIC contract date. If it is not completed by the due date, all Incentive Payments for the quarter in which the 18-month due date falls will be forfeited. Incentive payments will restart in the quarter that the Business Partner demonstrates completion of the I-SA Certification Program.</p> <p>If the firm-designated person who enrolled in the I-SA Certification Program, or holding the I-SA Certification, leaves the firm, it is the BPIC's responsibility to notify IBM within one month of the employee's departure date and enroll another employee in the program who must complete the certification within 18 months of the former employee's departure date. See the Compliance and Change Notifications section.</p> <p>*The I-SA Certification is required for Primary BPICs only.</p> <p><u>2. Skills and Certifications</u> All Primary BPICs are required to complete advanced level product and solution skills and certifications detailed in this guide.</p> <p>If a specialty is required for a selected platform or solution, the BPIC must complete all the specialty requirements and be "accepted" into that specialty.</p> <p>BPICs who are not compliant with all skills, certification and specialty requirements by the end of the 2014 calendar year for each selected platform(s) and solution(s), will not be renewed for 2015 BPIC Offering for those platform(s) and solution(s).</p> <p>A Business Partner may reapply for the BPIC Offering for those platforms and solutions when all requirements have been met.</p> <p>Refer to Attachment B, "Certification and Skill Requirements by Platform and Solution".</p>

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<p>Primary BPIC: Demonstration Equipment Requirements</p>	<p>Primary BPICs must feature a minimum of three (3) platforms at a Primary BPIC funding level in each of their approved Primary BPIC centers.</p> <p><u>Eligible Platforms:</u></p> <ul style="list-style-type: none">● Power Systems● PureFlex*● Systems Storage● System x● System z <p>*PureFlex demonstration systems consists of a chassis, FSM, rack and at least one (1) Power compute node.</p> <p>Power Systems Solutions: Primary BPICs who select Power Systems may also feature a maximum of two (2) of the following Power Systems Solutions and receive funding:</p> <ul style="list-style-type: none">● Analytics Solution● Big Data Solution● Database Solution● Mobile-Worklight Solution <p>Refer to Attachment A, “Demonstration Equipment Requirements and Eligible Machine Types” and Attachment B, “Certification and Skill Requirements by Platform and Solution”</p> <p>NOTE: A BPIC may select all eligible IBM platforms and a maximum of two (2) Power Systems Solutions if the published criteria for each platform and solution are met.</p> <p>*****</p> <p><u>New Primary BPIC Applicants in 2014:</u> Business Partners are eligible to apply to become an approved BPIC in 1Q, 2Q and 3Q in 2014. No new applications will be accepted for approval in 4Q 2014.</p> <p>All Business Partners who apply for the 2014 BPIC Offering must complete the equipment demonstration requirements listed in this guide, Attachment A and skill requirements listed in Attachment B, before the application will be approved.</p> <p>All required demonstration equipment must be physically installed and operational in the proposed BPIC facility.</p> <p>The Business Partner must provide the Machine Type (MT), Model (MDL) and Serial Number (SN) for all required demonstration equipment to the IBM BPIC Offering Manager. That information must be validated in the IBM databases before the application will be approved.</p> <p><u>New Primary BPIC Site Inspection</u> Both a preliminary and final facility on-site inspection are required to be completed before an application will be approved.</p> <p>Refer to the general overview section, “Demonstration Equipment Requirements”for details.</p> <p>*****</p> <p><u>Primary BPICs approved prior to January 01, 2014</u> Refer to the Overview Section of this guide for timeframes and required equipment information which must be submitted to the BPIC Offering Manager for validation. For a list of eligible demonstration equipment Machine Types and Models, contact the BPIC Offering Manager.</p>
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<p>Primary BPIC: Investment Bonus Payments</p>	<p>Primary BPICs must feature a minimum of three (3) platforms at a Primary BPIC funding level in each of their approved Primary BPIC centers.</p> <p>Primary BPICs may be eligible to receive a quarterly Investment Bonus Payment for each approved platform or solution* they feature in the BPIC facility.</p> <p>Payments for approved platform(s) and solution(s) will be made provided all quarterly requirements for the platform(s) and solution(s) have been met for that quarter.</p> <p>Following are 2014 Primary BPIC quarterly platform Investment Bonus Payment amounts for platforms and Power Systems Solutions:</p> <table border="1"> <thead> <tr> <th>Platform</th> <th>1Q14 payment</th> <th>2Q-4Q payment</th> </tr> </thead> <tbody> <tr> <td>• Power Systems</td> <td>\$10.0 K</td> <td>\$5.0 K</td> </tr> <tr> <td>• Power: Analytics Solution</td> <td>N/A</td> <td>\$5.0 K</td> </tr> <tr> <td>• Power: Big Data Solution</td> <td>N/A</td> <td>\$5.0 K</td> </tr> <tr> <td>• Power: Database Solution</td> <td>N/A</td> <td>\$5.0 K</td> </tr> <tr> <td>• Power: Mobile-Worklight Solution</td> <td>N/A</td> <td>\$5.0 K</td> </tr> <tr> <td>• PureFlex</td> <td>\$10.0 K</td> <td>\$10.0 K</td> </tr> <tr> <td>• Systems Storage with Storage Profile 1**</td> <td>\$7.8 K</td> <td>\$9.0 K</td> </tr> <tr> <td>• Systems Storage with Storage Profile 2**</td> <td>\$7.8 K</td> <td>\$7.0 K</td> </tr> <tr> <td>• System x</td> <td>\$4 0 K</td> <td>\$4 0 K</td> </tr> <tr> <td>• System z***</td> <td>\$10.0 K</td> <td>\$10.0 K</td> </tr> </tbody> </table> <p>*Power Systems Solution payments Starting in 2Q14, Primary BPICs may be eligible for Investment Bonus Payments for a maximum of two (2) Power Systems Solution they feature in their centers.</p> <p>** Systems Storage payments Starting in 2Q: <ul style="list-style-type: none"> • Profile 1 payments will be increased provide the BPIC meets the Profile 1 Systems Storage equipment requirements. • Profile 2 payments will be changed. </p> <p>*Refer to Attachment B, “Certification and Skill Requirements by Platform and Solution”.</p> <p>NOTE: Primary BPICs must feature a minimum of three (3) platforms at a Primary BPIC funding level in each of their approved Primary BPIC centers.</p> <p>*****</p> <p>Primary BPICs with multiple approved Primary BPIC locations may be eligible to receive quarterly funding for each approved Primary BPIC location provided all requirements have been met for that quarter.</p>	Platform	1Q14 payment	2Q-4Q payment	• Power Systems	\$10.0 K	\$5.0 K	• Power: Analytics Solution	N/A	\$5.0 K	• Power: Big Data Solution	N/A	\$5.0 K	• Power: Database Solution	N/A	\$5.0 K	• Power: Mobile-Worklight Solution	N/A	\$5.0 K	• PureFlex	\$10.0 K	\$10.0 K	• Systems Storage with Storage Profile 1**	\$7.8 K	\$9.0 K	• Systems Storage with Storage Profile 2**	\$7.8 K	\$7.0 K	• System x	\$4 0 K	\$4 0 K	• System z***	\$10.0 K	\$10.0 K
Platform	1Q14 payment	2Q-4Q payment																																
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• System x	\$4 0 K	\$4 0 K																																
• System z***	\$10.0 K	\$10.0 K																																
<p>Primary BPIC: Additional Platforms and Solutions</p>	<p>Primary BPICs who have met the requirement to feature a minimum of three (3) platforms at a Primary BPIC funding level may feature additional platforms and solutions at either a Primary or Secondary BPIC Investment Bonus Payment level.</p> <p>The approved BPIC must meet the equipment demonstration and solution requirements listed in this guide, Attachment B, before the application to add an additional platform or solution will be approved.</p> <p>All required demonstration equipment must be physically installed and operational in the approved BPIC facility. The BPIC must provide the Machine Type (MT), Model (MDL) and Serial Number (SN) for all demonstration requirements to the BPIC Offering Manager. That information must be validated in the</p>																																	

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	<p>IBM databases before the application for an additional platform and solution is approved.</p> <p><u>Application Timeframe</u> BPICs are eligible to apply for approval for an additional platform(s) and solution(s) in 1Q, 2Q and 3Q in 2014. No applications for an additional platform(s) and solution(s) will be accepted for approval in 4Q 2014.</p> <p>BPIC applications for an additional platform or solution(s) must adhere to the timeline and due dates detailed in the BPIC Application Process section of this guide. If the new Primary BPIC Supplement is not signed by the last working day of the second month in a quarter, the application will be completed in the following quarter.</p> <p>NOTE: *** System z: funding will be provided for only one (1) IBM Business Partner.Enterprise location.</p>
<p>Primary BPIC: Additional Locations</p>	<p>A Business Partner Enterprise may open only one (1) new center, either Primary or Secondary, per calendar year.</p> <p>A Business Partner Enterprise may have a maximum of two (2) approved Secondary BPIC Centers.</p> <p>In 2014, a Primary BPIC may be eligible to apply for one (1) additional funded Primary BPIC location per calendar year based on the BPIC's IBM STG Business Partner Channel revenue contribution over the past four (4) quarters.</p> <p>Revenue Requirement Eligibility is based on the following IBM STG Business Partner Channel revenue contribution over the past four (4) quarters:</p> <p>one (1) additional Primary BPIC location: \$30M to <\$100M two (2) additional Primary BPIC locations: \$100M+</p> <p>A Business Partner firm may have a maximum of three (3) approved Primary BPIC locations.</p> <p>Platform and solution requirements are the same for additional Primary BPICs as the first Primary BPIC.</p> <p>System z is only eligible for one (1) Business Partner Enterprise location.</p> <p><u>Investment Bonus Payment</u> Refer to the "Investment Bonus Payment" section in this section for information on Investment Bonus Payment.</p> <p><u>Application Timeframe</u> Primary BPICs are eligible to apply to for an additional approved BPIC in 1Q, 2Q and 3Q in 2014. No new applications for additional Primary or Secondary BPIC locations will be accepted for approval in 4Q in 2014.</p> <p>BPIC applications for an additional Primary BPIC must adhere to the timeline and due dates detailed in the BPIC Application Process section of this guide.</p> <p>If the BPIC Supplement is not signed by the last working day of the second month in a quarter, the application will be completed in the following quarter.</p>

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	<p><u>Site Inspection</u> Both a preliminary and final facility on-site inspection are required to be completed before an application will be approved.</p> <p>Refer to the general overview section, “Demonstration Equipment Requirements” for details.</p> <p>NOTE: Approval to operate additional approved Primary BPIC locations may be declined by IBM at its sole discretion, for any reason or no reason whatsoever without liability of any kind.</p>
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2014 IBM Business Partner Commitment: Secondary BPIC

Commitment Definition	Requirements
New Secondary BPIC Revenue Requirement	Business Partners applying as a Secondary BPIC must have contributed a minimum of \$350,000 of qualifying IBM STG Business Partner Channel revenue over the previous four quarters at the time of application to meet the revenue requirement.
Secondary BPIC: Annual Revenue Renewal Requirement	<p>All Secondary BPICs are required to contribute a minimum of \$350,000 in Business Partner Channel revenue in the 2014 calendar year to be eligible for renewal in the 2015 BPIC Offering.</p> <p>A BPIC who does not meet the annual revenue requirement for renewal will not be renewed for the 2015 BPIC Offering. The Business Partner will be required to reapply to the BPIC Offering when all new requirements have been met, including the revenue requirement for a new BPIC applicant.</p>
Secondary BPIC: Certification and Skills Requirements	<p><u>New Secondary BPICs</u> All new Secondary BPIC applicants must complete all required skills and certifications listed in this guide prior to being approved as a Secondary BPIC.</p> <p><u>All Secondary BPICs</u> If a specialty is required for a selected platform or solution, the BPIC must complete all the specialty requirements and be “accepted” into that specialty.</p> <p>BPICs who are not compliant with all skills, certification and specialty requirements by the end of the 2014 calendar year for each selected platform(s) and solution(s), will not be renewed for 2015 BPIC Offering for those platform(s) and solution(s).</p> <p>A Business Partner may reapply for the BPIC Offering for those platforms and solutions when all requirements have been met.</p> <p>Refer to Attachment B, “Certification and Skill Requirements by Platform and Solution”.</p>
Secondary BPIC: Demonstration Equipment Requirements	<p>Secondary BPICs must feature a minimum of two (2) platforms in their centers for which they may be eligible to receive an Investment Bonus Payment at a Secondary BPIC level.</p> <p><u>Eligible Platforms</u></p> <ul style="list-style-type: none"> ● Power Systems* ● Flex (minimum)** ● System x ● Systems Storage ● System z***

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	<p>*Power Systems Solutions: Business Partner must have a Primary BPIC to be eligible for the Secondary BPIC to participate in Power Systems Solution. Starting in 2Q14, Primary BPICs who have a Secondary BPIC, those Secondary BPICs who select Power Systems may also choose to feature a maximum of two (2) of the following Power Systems Solutions at a Secondary BPIC funding level:</p> <ul style="list-style-type: none"> • Analytics Solution • Big Data Solution • Database Solution • Mobile-Worklight Solution <p>** Flex demonstration system consists of a chassis, rack and a minimum of one (1) compute node; either System x compute node or Power compute node.</p> <p>*** System z: is available for only one (1) Business Partner Enterprise location.</p> <p>Refer to Attachment B, “Certification and Skill Requirements by Platform and Solution”</p> <p><u>New Secondary BPIC Applicants in 2014:</u> Business Partners are eligible to apply for approved Secondary BPIC in 1Q, 2Q and 3Q14. No new applications for Secondary BPIC locations will be accepted for approval in 4Q14.</p> <p>All Business Partners who apply for the 2014 BPIC Offering must meet the demonstration requirements in the March 2014 BPIC Offering Guide. in Attachment B before the application will be approved.</p> <p>All required demonstration equipment must be physically installed and operational in the proposed BPIC facility.</p> <p>The Business Partner must provide the Machine Type (MT), Model (MDL) and Serial Number (SN) for all required demonstration equipment to the BPIC Offering Manager. That information will need to be validated in the IBM databases before the application is approved.</p> <p>New Secondary BPIC Site Inspection Both a preliminary and final facility on-site inspection are required to be completed before an application will be approved.</p> <p>Refer to the general overview section, “Demonstration Equipment Requirements”for details.</p> <p>*****</p> <p><u>Secondary BPICs approved prior to January 01, 2014:</u> Refer to the Overview Section of this guide for timeframes and required equipment information which must be submitted to the BPIC Offering Manager for validation.</p> <p>NOTE: For a list of eligible demonstration equipment Machine Types, refer to Attachment A, “Demonstration Equipment Requirements and Eligible Machine Types”.</p>
<p>Secondary BPIC: Investment Bonus Payments</p>	<p>Secondary BPICs may be eligible to receive a quarterly Investment Bonus Payment for each approved platform they feature in the Secondary BPIC facility and for which they may be eligible to receive funding..</p> <p>Payments for approved platform(s) will be made provided all quarterly requirements for the platform(s) and solution(s) have been met for that quarter.</p> <p>In 2014, those Business Partners who have both a Primary BPIC and a Secondary BPICs are eligible to</p>

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elect to feature a **maximum of two (2)** Power Systems Solutions in their Secondary BPICs and be eligible to receive an Investment Bonus Payment for the Secondary BPIC(s).

Following are 2014 Secondary BPIC quarterly Investment Bonus Payment amounts for each platform and solution:

<u>Platforms and Solutions*</u>	<u>1Q payments</u>	<u>2Q-4Q payments</u>
● Power Systems	\$5.0 K	\$2.5 K
● Power: Analytics Solution* *	N/A	\$2.0 K
● Power: Big Data Solution* *	N/A	\$2.0 K
● Power: Database Solution**	N/A	\$2.0 K
● Power: Mobile-Worklight Solution**	N/A	\$2.0 K
● Flex(minimum)*	\$5.0 K	\$5.0 K
● Systems Storage	\$4.0 K	\$4.0 K
● System x	\$2.0 K	\$2.0 K
● System z***	N/A	\$10.0K

* **Flex demonstration system consists of a chassis, rack and a minimum of one (1) compute node; either System x compute node or Power compute node.**

** Power Systems Solutions payments are available to Business Partners who have both a Primary and a Secondary BPIC. Business Partners who have a Secondary BPIC(s) only are not eligible to receive payments for Power Systems Solutions.

*** **System z: is available to only one (1) Business Partner Enterprise location.**

*Refer to Attachment B, "Certification and Skill Requirements by Platform and Solution".

**Secondary BPIC:
Additional
Platforms and
Solutions**

Approved Secondary BPICs who select Power Systems as one of two required platforms may feature a maximum of two (2) Power Systems Solution(s) for which they will receive Secondary BPIC funding provided all requirements have been met..

All required skill and certifications must be validated before the application for an additional platform and solution is approved.

Application Timeframe

Secondary BPICs are eligible to apply to for a solution(s) in 1Q, 2Q and 3Q in 2014. No new applications for a solution(s) will be accepted for approval in 4Q 2014.

BPIC applications for a solution(s) must adhere to the timeline and due dates detailed in the BPIC Application Process section of this guide.

If the new BPIC Supplement is not signed by the last working day of the second month in a quarter, the application will be completed in the following quarter.

**Secondary BPIC:
Additional
Secondary
Locations**

In 2014, a Secondary BPIC may be eligible to apply for **one (1) additional** funded Secondary BPIC location per calendar year based on the BPIC's IBM STG Business Partner Channel revenue contribution over the past four (4) quarters. A Business Partner Enterprise may have a **maximum of two (2)** approved Secondary BPIC Centers.

Revenue Requirement:

- one (1) additional Secondary BPIC location: \$700K

Application Timeframe

Secondary BPICs are eligible to apply to for an additional approved Secondary BPIC in 1Q, 2Q and 3Q in 2014.

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No new applications for additional Secondary BPIC locations will be accepted for approval in 4Q in 2014.

Platform and solution requirements are the same for additional Secondary BPICs as the first Secondary BPIC.

Investment Bonus Payment

Refer to the “Investment Bonus Payment” section in this section for information on Investment Bonus Payment.

BPIC applications for an additional Secondary BPIC must adhere to the timeline and due dates detailed in the BPIC Application Process section of this guide.

If the BPIC Supplement is not signed by the last working day of the second month in a quarter, the application will be completed in the following quarter.

Site Inspection

Both a preliminary and final facility on-site inspection are required to be completed before an application will be approved.

Refer to the general overview section, “Demonstration Equipment Requirements” for details.

NOTE:

Approval to operate additional approved Secondary BPIC locations may be declined by IBM at its sole discretion, for any reason or no reason whatsoever without liability of any kind.

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Attachments:

Attachment A: Demonstration Equipment Requirements and Eligible Machine Types

Attachment B: Certification and Skill Requirements by Platform and Solution

Attachment C: IBM PartnerWorld Agreement: Business Partner Innovation Center (BPIC) Attachment

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Attachment A: Demonstration Equipment Requirements and Eligible Machine Types

Primary BPICs are required to feature a minimum of three IBM Platforms in their approved Primary BPIC locations for which they may be eligible for a Primary BPIC level Investment Bonus Payments.

Secondary BPICs may receive funding for a maximum of two (2) platforms featured in their approved Secondary BPIC locations for which they may be eligible for a Secondary BPIC level Investment Bonus Payments.

Primary and Secondary BPICs who feature Power Systems in their approved locations may feature a **maximum of two (2) Power Systems Solutions** for which they may be eligible to receive funding.

The selected demonstration equipment must be installed, enabled and operational in the BPIC facility for each IBM platform(s) and solution(s) for which the BPIC may be eligible for Investment Bonus Payments.

The demonstration equipment must meet the requirements listed in this guide in the IBM Business Partner Commitment section under Demonstration Equipment Requirements.

IBM reserves the right to perform an on-sight inspection of any BPIC facility to validate all required equipment and software is installed, enabled and operational.

IBM Brand	Requirements
Systems Storage	<p><u>Select one (1) of the following Systems Storage profiles:</u></p> <p>Profile 1 for Primary BPIC – Enterprise Solutions:</p> <ol style="list-style-type: none"> 1. IBM XIV Storage System or IBM DS8000 <p style="text-align: center;"><u>AND</u></p> <ol style="list-style-type: none"> 2. IBM Storwize V7000* or IBM San Volume Controller or FlashSystem <p>Recommended Software:</p> <ol style="list-style-type: none"> 1. IBM TotalStorage Productivity Center (TPC) Basic Edition 2. TSM Fastback 3. IBM Flash Copy Manager 4. L.T.F.S. <p>Recommended for Data Retention/Backup:</p> <ol style="list-style-type: none"> 1. IBM Tape Offerings one (1): TS2900, TS3100, TS3200, TS3310, TS3500, TS7600, TS7700 2. IBM TS7650G ProtecTier <p>* IBM PureFlex demonstration system installed with an IBM Storwize V7000 or Flex System V7000 will qualify for the Storage brand requirement for an IBM Storwize V7000.</p> <p>*****</p> <p>Profile 2 for Primary BPIC – MidMarket Solutions:</p> <ol style="list-style-type: none"> 1. IBM Storwize V7000 * or San Volume Controller <p style="text-align: center;"><u>AND</u></p> <ol style="list-style-type: none"> 2. IBM N6000 series or FlashSystem <p>Recommended Software:</p> <ol style="list-style-type: none"> 1. IBM TotalStorage Productivity Center (TPC) MR 2. IBM Flash Copy Manager 3. TSM 4. L.T.F.S. <p>Recommended for Data Retention/Backup:</p> <ol style="list-style-type: none"> 1. IBM Tape Offerings one (1): TS2900, TS3100, TS3200, TS3310, TS3500, TS7600, TS7700 2. IBM TS7650G ProtecTier

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	<p>* IBM PureFlex demonstration system installed with an IBM Storwize V7000 or Flex System V7000 will qualify for the Storage brand requirement for an IBM Storwize V7000.</p> <p>*****</p> <p>Profile 3 for Secondary BPIC:</p> <ol style="list-style-type: none"> IBM Storwize* V3700 or V5000 or V7000 AND Select <u>one (1)</u> of the following Storage devices: <ul style="list-style-type: none"> - N3000 - SAN Volume Controller SVC (2145) - Tape: TS2230, TS2240, TS2260, TS2360, TS2900, TS3100, TS3200 or TS3310 <p>*IBM PureFlex demonstration systems configured with an IBM Storwize V3700, V5000 or V7000 or Flex System Storage device will meet one of the Secondary Profile Storwize Storage requirements.</p> <p>Contact the BPIC Offering Manager for a complete list of eligible Machine Types and Models.</p>
<p>Power Systems (base)</p>	<p><u>Primary and Secondary BPICs</u></p> <p>All BPICs who feature Power Systems (base) are required to feature Power7+ or greater Power Systems technology with one of the following Operating Systems (OS): AIX, IBM i or Linux (Red Hat or Suse).</p> <p>(Power 7Rx or 710+ or greater POWER7+ technology)</p> <p>Contact the BPIC Offering Manager for a list of eligible Machine Types and Models.</p>
<p>Power Systems Solution: Analytics</p>	<ol style="list-style-type: none"> Contact the BPIC Offering Manager for a list of eligible Power Systems Machine Types and Models. AND One (1) of the following software products: <ul style="list-style-type: none"> • Cognos Enterprise, or • SPSS Modeler and SPSS Collaboration and Deployment Services and Analytical Decision Management (total of 3 products required if SPSS is selected), or • Content Analytics
<p>Power Systems Solution: Big Data</p>	<ol style="list-style-type: none"> Contact the BPIC Offering Manager for a list of eligible Power Systems Machine Types and Models. AND One (1) of the following software products: <ul style="list-style-type: none"> • InfoSphere BigInsights • InfoSphere Streams • Hadoop
<p>Power Systems Solution: Database</p>	<ol style="list-style-type: none"> Contact the BPIC Offering Manager for a list of eligible Power Systems Machine Types and Models. AND One (1) of the following software products: <ul style="list-style-type: none"> • DB2 Enterprise • DB2 Advanced Workgroup • DB2 Advanced Enterprise • Enterprise DB PostgreSQL • Enterprise DB Postgres Plus Advanced Server
<p>Power Systems Solution: Worklight</p>	<ol style="list-style-type: none"> Contact the BPIC Offering Manager for a list of eligible Power Systems Machine Types and Models. AND IBM Worklight Software

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<p style="text-align: center;">PureFlex - Flex</p>	<p>Primary BPIC:</p> <ul style="list-style-type: none"> ● Chassis ● FSM ● Rack ● minimum of one (1) Power Compute Node <p>*****</p> <p>Secondary BPIC</p> <ul style="list-style-type: none"> ● Chassis ● Rack ● minimum one (1) compute node; either a System x compute node or Power compute node
<p style="text-align: center;">System x</p>	<p>Primary BPIC:</p> <ol style="list-style-type: none"> 1. x3650 M4 any model <p>AND</p> <ol style="list-style-type: none"> 2. Select one of the following Machine Types, any model: <ul style="list-style-type: none"> ● x3850 X5 ● x3850 X6 ● x3690 X5 ● x3950 X6 <p>*****</p> <p>Secondary BPIC: x3650 M4 any model</p>
<p style="text-align: center;">System z Primary and Secondary BPICs</p>	<p>Machine Type: 2828 Model: zBC12</p> <p>Must be ordered and shipped by June 27, 2014 and installed by Monday, July 31, 2014.</p>

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Attachment B: Certification and Skill Requirements by Platform and Solution:

The Business Partner must meet the following skill requirements for each brand featured at the BPIC. If these certifications or other skills measurements are updated or replaced, the then current version replaces the certification listed. Existing BPIC participants are required to maintain current certifications.

Certifications are due to be completed by the dates specified in this guide in the IBM Business Partner Commitment section under Certification and Skills Requirements.

IBM Certifications can be found at the following Web site: www.ibm.com/certify

IBM Brand	Skills / Certification Requirements
<p style="text-align: center;">Cross Brand: IBM Certified Infrastructure Systems Architects (I-SA)</p>	<p>Primary BPICs only Primary BPICs must have a minimum of one (1) employee enrolled in the I-SA Program. Proof of enrollment in the I-SA Certification Program, verified by the I-SA team will be required when the BPIC application is submitted.</p> <p>The I-SA Certification Program must be successfully completed within 18 months from the BPIC contract date. If the certification is not completed by the required date all Incentive Payments, for the quarter in which the 18-month due date falls, will be forfeited.</p> <p>Incentive payments will restart in the quarter that the Business Partner demonstrates completion of the I-SA Certification Program.</p> <p>A description may be found at the following Web site: http://www-03.ibm.com/certify/certs/isa_index.shtml</p> <p>The BPIC must notify the BPIC Offering Manager within one month of the ISA candidate's leaving the employ of the Business Partner firm. The BPIC must enrol a new candidate in the I-SA Certification Program. The BPIC will have 18 months from the former employee's departure date to complete the certification.</p>
<p style="text-align: center;">Systems Storage</p>	<p>The Business Partner must be an authorized IBM Systems Storage Solution Provider.</p>
<p style="text-align: center;">Power Systems</p>	<p>The Business Partner must be an authorized IBM Power Systems with AIX or IBM i Solution Provider.</p>
<p style="text-align: center;">Power Systems Solution: Analytics</p>	<p>Authorized by SWG to resell this software or if working with an authorized IBM Business Partner</p> <p>Proof of completion for one (1) full-time employee for any one (1) Cognos certification found on http://www-03.ibm.com/certify/partner/pub/zz/mem_skillsreq.shtml</p> <p>Go to: - IBM Software - IBM Cognos Software Group or IBM SPSS</p> <p>Certification must be completed by September 30, 2014.</p>
<p style="text-align: center;">Power Systems Solution: Big Data</p>	<p>Authorized by SWG to resell this software or if working with an authorized IBM Business Partner -</p>

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	<p>Proof of completion for one (1) full-time employee for any one (1) certification found on http://www-03.ibm.com/certify/partner/pub/zz/mem_skillsreq.shtml</p> <p>Go to: - IBM Software - IBM Big Data and Netezza Product Group</p> <p><i>SWG recommends the following certs:</i> IBM Big Data Solution Sales Professional v1, test 320110 14</p> <p>IBM InfoSphere BigInsights Technical Professional v2, test 320010 42</p> <p>OR</p> <p>IBM InfoSphere Product Group</p> <p><i>SWG recommends the following certs:</i> IBM InfoSphere Warehouse Technical Professional v1, test 320010 40</p> <p>IBM InfoSphere Information Server for Data Integration Fundamentals Technical Professional v1, test 320010 45</p> <p>Certification must be completed by September 30, 2014.</p>
<p>Power Systems Solution: Database Solution</p>	<p>Authorized by SWG to resell this software</p> <p>or if working with an authorized IBM Business Partner -</p> <p>Proof of completion for one (1) full-time employee for any one (1) certification found on http://www-03.ibm.com/certify/partner/pub/zz/mem_skillsreq.shtml</p> <p>Go to: - IBM Software - IBM Data Management Software Group</p> <p><i>SWG recommends the following certs:</i> IBM Certified Database Associate - DB2 10.1, test 080035 04</p> <p>IBM Information Management Informix Technical Professional v3, test 320010 27</p> <p>Certification must be completed by September 30, 2014.</p>
<p>Power Systems Solution: Worklight Solution</p>	<p>Authorized by SWG to resell this software</p> <p>or if working with an authorized IBM Business Partner -</p> <p>Proof of completion for one (1) full-time employee for any one (1) certification found on http://www-03.ibm.com/certify/partner/pub/zz/mem_skillsreq.shtml</p> <p>Go to: - IBM Software - WebSphere Core Product Group</p> <p><i>SWG recommends the following cert:</i> IBM Worklight Mobile Foundation Technical Sales Professional v1, test 320030 07</p> <p>Certification must be completed by September 30, 2014.</p>

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PureFlex-Flex	The Business Partner must be an authorized IBM PureFlex-Flex Solution Provider.
System x	The Business Partner must be an authorized IBM System x Reseller.
System z	Approved IBM System z Solution Provider or Coverage Value Net Solution Providers (VNSPs) who are participating in the IBM 2014 Business Development Initiative (BDI) for IBM System z products. System z BDI participation and requirements for certifications must be current and compliant to maintain BPIC certification compliance.

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Attachment C: IBM PartnerWorld Agreement
Business Partner Innovation Center (BPIC) Attachment

The terms of this Attachment are in addition to and prevail over the terms of the IBM PartnerWorld Agreement – International Basic General Terms.

Under the terms of this Attachment, you agree to establish a Business Partner Innovation Center (BPIC) for the purpose of influencing the growth of IBM product revenue. We will provide resources and support to you to assist you to accomplish this objective. Details will be specified in the attached PartnerWorld BPIC Supplement. We may mutually agree, in writing, to modify a Supplement.

You agree that the terms of this Attachment are between you, in the country in which you receive benefits, and the IBM organization for that country

The rights, duties and obligations of each of us under the terms of this Attachment are valid only for that country.

Our Relationship

We mutually agree that each of us will assign a single point of contact for the purpose of interfacing with each other regarding matters dealing with our relationship under the terms of this Attachment.

You agree, if required, to:

1. Jointly develop a business plan for the BPIC with us and implement such a plan successfully complete the education and training activities which we mutually agree to maintain and hold at least the minimum number of marketing and enablement events required
2. Achieve the revenue objective, and / or other performance metrics, we jointly establish,
3. Provide relevant business information and data applicable to the terms of this Attachment, including the timely completion of the monthly report template provided by us.
4. Participate in quarterly business reviews with us.
5. Provide the requisite number of case studies.

We agree to provide support and resources to you, as described in the Supplement, which may include:

1. Sales, technical and marketing support
2. Training and education

Funding

We may make funds available to you. You agree to use such funds according to the guidelines we provide, to maintain records of your activities and expenditures regarding your use of the funds for the term of this Attachment, and to provide such documentation to us upon reasonable request.

If this Attachment ends, such funds will no longer be available to you unless we specify otherwise in writing. We may withdraw or recover funds from you if you breach a material term of the Agreement.

Launch Funds

We may make launch funds available to you as described in the Supplement. Launch funds may be used to support the opening of new BPICs.

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Marketing Funds

We may make marketing funds available to you for agreed to marketing activities as described in the Supplement. You must meet qualification requirements and provide us with the documentation we request (such as invoices or schedules of qualifying events) in the form we specify and in sufficient time for us to respond in a timely manner.

Liability

Under the terms of this Attachment the maximum amount either of us is liable for is the greater of the amount of the total funds we provide to you under the terms of this Attachment and its Supplement or the amount specified in the Partner-World Agreement International Basic General Terms. In all other respects, the liability terms in the Basic General Terms (including the exceptions) remain unchanged.

Ending this Attachment

Either of us may terminate this Attachment, with or without cause, on two weeks written notice or immediately in the case of breach of a material term of this Attachment. Termination of this Attachment includes termination of any associated Supplement.