



**INGRAM** MICRO<sup>®</sup>

**IBM**<sup>®</sup>

# FLASH

TURBOCHARGING THE SALE OF IBM DATA CENTER SOLUTIONS

**INGRAM** MICRO



# Why IBM??



**Ceci Luque**  
[celuque@ar.ibm.com](mailto:celuque@ar.ibm.com)



**Rodney Araujo**  
[rodneyg@br.ibm.com](mailto:rodneyg@br.ibm.com)

# Join IBM program

Sign a contract and be part of IBM Partner Ecosystem, as an IBM Business Partners



[Apply](#)

[Get started](#)

[Preferred Distributor](#)

[Code of Conduct](#)

[GOE definition](#)

[Authorization to sell](#)

[Exchange rate](#)

## Apply for an IBM partner relationship

Start your application by following these steps. A step-by-step user guide is available for a detailed look at the application process.

<p><b>Business Partner Agreement (BPA)</b> A company can opt to sign an BPA agreement, which means this company is authorized to market IBM Infrastructure, Software and Services.</p> <p><a href="#">Learn more about BPA agreement</a></p>	<p><b>Embedded Solution Agreement (ESA)</b> A company can opt to sign an ESA agreement, which means this company is authorized to purchase IBM Products from IBM or an IBM ESA Tech Broker (usually distributors) to include in their approved Embedded Solutions to market to their end users directly or via their downstream channel partners.</p> <p><a href="#">Learn more about ESA agreement (*)</a></p>	<p><b>Cloud Marketplaces Reseller (CMR)</b> A company can opt to sign an CMR agreement when they want to sell through digital marketplaces and provide those benefits to their clients. There is no product-specific offering authorizations required.</p> <p><a href="#">Learn more about CMR (*)</a></p>
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(\*) Access for this content available in Seismic only with BPA signed.



# Business Partner Agreement

Sign a contract and be part of IBM Partner Ecosystem, as an IBM Business Partners

## **Business Partner Agreement (BPA)**

A company can opt to sign a BPA, which means this company is authorized to market IBM Infrastructure, Software and Services using the Sell motion.

The IBM Business Partner Agreement is a modular design. It consists of a Profile, Base Terms (Z131-2432) plus other specific attachments depending on the product or service a Business Partner wants to market and the type of transaction.

[Read the BPA agreement in the IBM terms](#)

[Check end to end steps on how to apply for a BPA agreement](#)

[Read more about agreements](#)

## Get started

There are three application steps to complete when a company applies to be an IBM Business Partner approved to market products and services. The applications must be completed by an individual authorized to sign agreements on behalf of the legal company.

### Step 1 – IBM ID

An IBM ID registers a person with IBM and is required for anyone accessing secure Business Partner websites.

[Start here.](#)

You will create your IBM ID with personal information and will be redirected to next steps.

### Step 2 – Sign Partner Plus Registration Agreement

Using an IBM ID, a person enrolls the company in the IBM Partners Plus program. Following the screens, you will be required to accept the online terms of the IBM Partner Plus Registration Agreement and will receive a CEID (country enterprise ID) that identifies your company within the Partner Plus program.

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### Step 3 – Select your Distributor and sign a Business Partner Agreement

As part of your application, select an IBM Distributor and accept the terms of the IBM Business Partner Agreement (BPA). Note: after you've submitted the application and accepted the terms of the agreement, you will be sent an email regarding your approval status or a request for additional information if required.

### Step 4 – Integrity Course

IBM also requires that its Business Partners comply with the laws that ensure the ethics and integrity of our business are maintained.

As a new IBM Business Partner, select employees in your company working with IBM need to complete the IBM Business Partner Integrity Training Course. The training requirement can vary by country and is specified in the online application process. The employees you register to complete the course during the application process will receive an email with instructions on how to access the 30minute (appx.) course.

## Get started

These three relationship types are available in the application form when a company applies to be part of the program. The applications must be completed by an individual authorized to sign agreements on behalf of the legal company.



### Step 1 – IBM ID

Once you click “apply now” you will create your IBM ID with personal information and will be redirected to next steps.

The individual registering the company will also register themselves as the Primary Relationship Contact (PRC) during this step.



### Step 2 – Sign PPA

Following the screens, you will be required to accept the online terms of IBM’s Partner Plus Application (PPA) and will receive a CEID (country enterprise ID) that identify your company within IBM.



### Step 3 – Select your Distributor + Sign relationship

Following your application, select an IBM Distributor and accept the terms of a relationship agreement:

- **Business Partner Agreement (BPA)**
- **Embedded Solution Agreement (ESA)**
- **Cloud Marketplaces Reseller (CMR)**

Note: after you’ve submitted the agreement, you will be sent an email on your approval status or if any additional information required.



### Step 4 – Integrity Course

IBM also requires that its Business Partners comply with the laws that ensure the ethics and integrity of our business are maintained.

As a new IBM Business Partner, all employees in your company working with IBM need to complete the IBM Business Partner Integrity Training Course.

## Resources to help you complete the application

- Use these helpful resources before filling out the application.

## IBM Business Partner types

- Determine what business model suits your company and see the different IBM Business Partner types.

### [Different IBM Business Partner types](#)

## Products that require authorization

- See if the products your company intends to resell require authorization.

### [Learn more](#)

## IBM Agreement templates

- Review the templates of the most commonly used contractual documents.

### [Learn more](#)

## List of documentation

- In most countries, Business Partners are not required to provide any supporting documentation during the application. In some countries, there are documentation requirements. This will appear in the application form, requesting partner to attach the documents.

### [See the country list with required document](#)



## Defining a Preferred Distributor

IBM operates a Preferred Distributor model; each Business Partner must select a Preferred Distributor as part of its Partner Profile when the BP signs an agreement with IBM (BPA or CMR. ESA does not select a preferred distributor). As part of the onboarding you will need to select a distributor from the drop down menu, make sure you read about this company, as you will be doing business with them.

If you have already selected a preferred Distributor and need to change your selection, please [follow these steps](#).

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## Integrity Training / Code of Conduct

The IBM Code of Conduct defines the minimum standards of business conduct and business practices with which IBM expects Business Partners to comply in regards to their business relationship with IBM, including marketing, reselling or involvement in an opportunity which results in the sale of products or services provided by IBM.

All Business Partners who apply for an agreement to resell IBM products will need to comply with the laws that ensure the ethics and integrity of IBM business. Every year individuals authorized to sign agreements on behalf of the Business Partners will need to reaffirm their commitment with these terms and conditions.

[Read a copy of the code of conduct](#)

## **GOE definition**

IBM has established processes and controls in place for identifying a Government Entity (GE) since dealings with government can raise complex business and compliance issues unique to the public sector.

[Read more about GOE definition](#)

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## **Authorization Required to sell**

To sell IBM Infrastructure products there are specific authorizations that Business Partners need to apply.

[Check authorization required](#)

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## **Exchange Rate**

Start your application by following these steps. A step-by-step user guide is available for a detailed look at the application process.

[Exchange rates](#)

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## **Need Help?**

Use the "Need Help? Ask us!" button on the right footer of this page for any questions during the application process. Conditions may vary by country. Or interact with [Partner Support Desk](#) on your country to request help.



# IBM Ecosystem

## Partner Plus



# Partner Plus Overview



## Welcome to Partner Plus!

Partner Plus delivers competitive incentives, more access to resources and tailored support for partners to deepen their technical expertise and accelerate time to market. We recognize what our partners need most from IBM— transparency, support and an easier approach to partnering with IBM.



Simplicity and  
transparency in  
everything we do



Expertise as the  
foundation by which we  
grow together

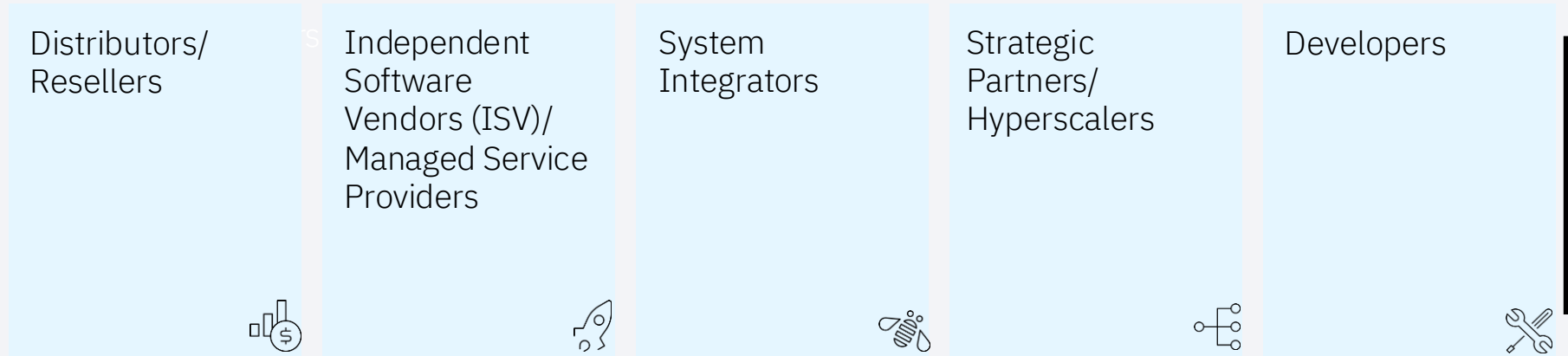



Accelerate time  
to market to reach  
more clients

Let's create ↻  
partnerships to  
accelerate innovation

Scale & global reach with tens of thousands of partners | Developer network of half a million problem solvers | Client solutions brought to market 4x faster

Ecosystem partners are critical to our strategy, expanding our client base and the value we deliver



Partner Plus 

- IBM's partner program to deepen technical expertise and speed time to market
- Customers benefit from partners' rich understanding of the IBM portfolio and have choice in partners for their unique business needs

Deep technical  
and engineering  
support



Seamless and  
intuitive partner  
experience



## IBM Partner Plus



Simplicity and  
transparency in  
everything we do



Expertise as the  
foundation by which  
we grow together



Accelerate time  
to market to reach  
more clients

# What's changing



Sales & technical roles dedicated to Select Territory

Paid on partner sales

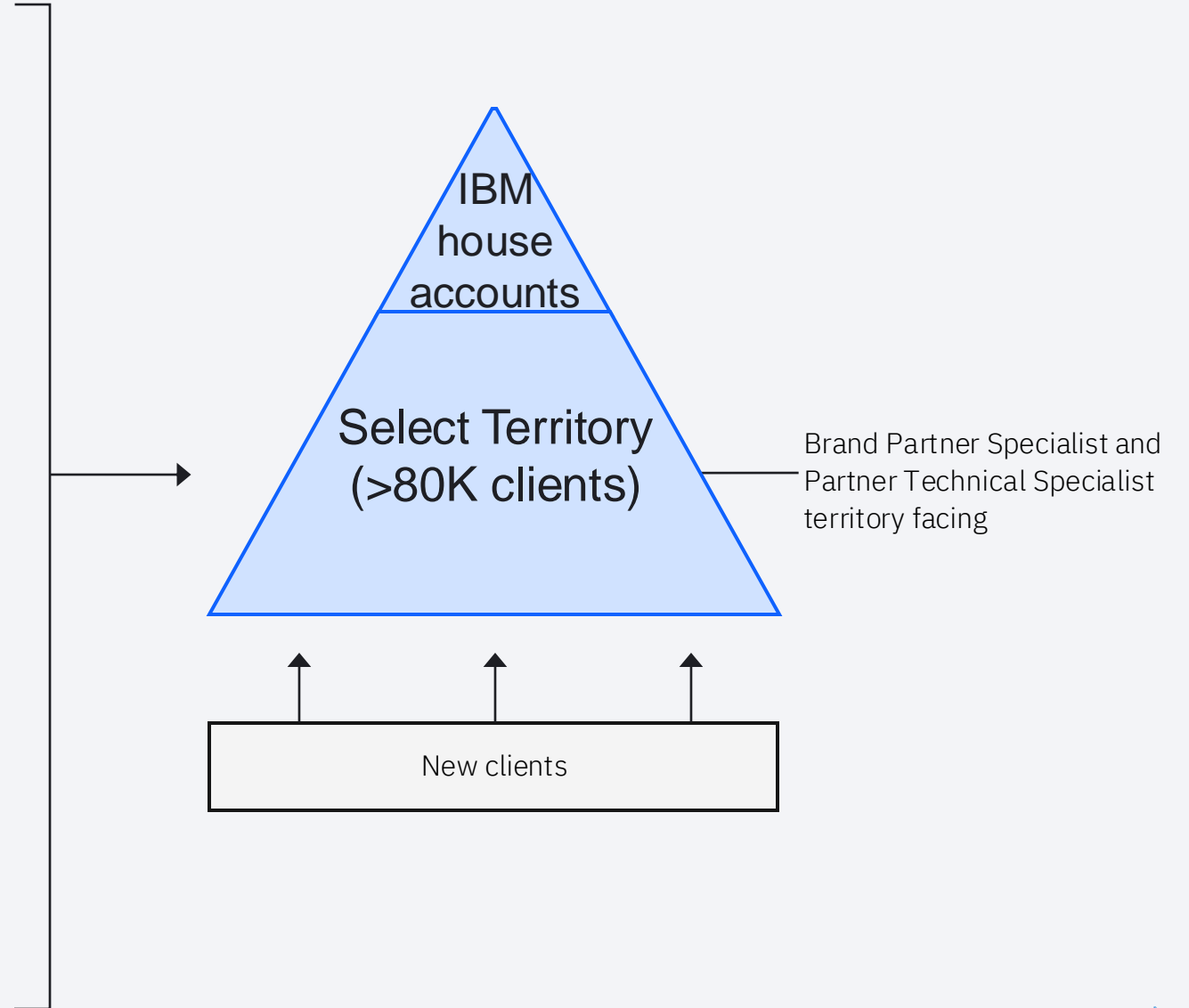
## Ecosystem sales deployment strategy for 2024



Clarity for clients, partners, sellers



New clients through partners



# Achieving partner loyalty tier through expertise and revenue

Sell Service Build

**Expertise**  
14 individuals with a Proficiency badge\*

**Revenue\*\***  
Small market: > USD \$5M  
Large market: > USD \$10M

**Expertise**  
14 individuals with a Practitioner Advanced badge

**Revenue\*\***  
Small market: > USD \$5M  
Large market: > USD \$15M

**Expertise**  
1 validated solution + completed listing

**Revenue**  
> USD \$1M

Platinum

Blue

**Expertise**  
7 individuals with a Proficiency badge\*

**Revenue\*\***  
Small market: > USD \$500K  
Large market: > USD \$1M

**Expertise**  
7 individuals with a Practitioner Advanced badge

**Revenue\*\***  
Small market: > USD \$1.5M  
Large market: > USD \$5M

**Expertise**  
1 validated solution + completed listing

**Revenue**  
> USD \$100K

Gold

**Expertise**  
3 individuals with a Proficiency badge\*

**Active Contract**  
Business Partner Agreement or Cloud Marketplace Reseller Agreement

**Expertise**  
3 individuals with a Proficiency badge\*

**Active Contract**  
Service Business Partner Agreement

**Expertise**  
1 validated solution\*\*\*

**Active Contract**  
Embedded Solutions Agreement (Base)

Silver



New Partner Accelerator

\* Proficiency badges include completion of both Sales Foundation and Technical Sales Intermediate for product/offering

\*\* Multinational partners subject to 'Large' revenue criteria

\*\*\* General Availability of client-ready solution that includes an aligned contract



Predictable partner incentives  
to drive investment and earning potential ↻



**Deal protection for partners investing in client engagement and opportunity development**

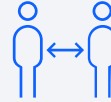


**Simple incentive structure, consistent between Software, Power and Storage giving direct line of sight to earnings**

1  
7



**Value Seller for competitive price quotes in minutes**



**Transparency in earnings through Partner Portal experience**

# IBM New Partner Accelerator experience



## Join

Companies will join IBM Partner Plus program, create their IBM ID and sign the digital terms and conditions.



## Nurture

Distributors are able to provide a warm welcome.



## Build proficiency

Once a partner is registered and approved, they will gain access to the IBM Learning Hub.



## Contracting and benefits

Partner needs to sign an IBM business contract, choose their Preferred Distributor, and complete the integrity course.



## First dollar

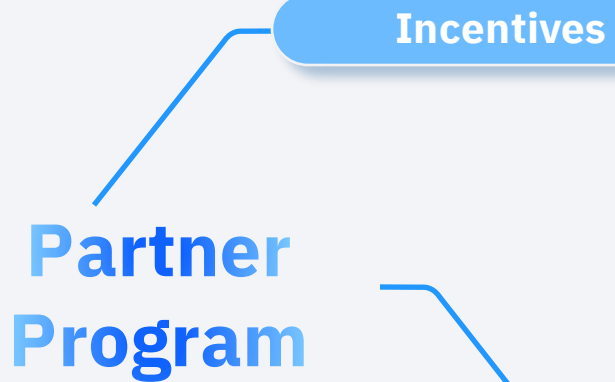
Once in market with a campaign created promoting themselves as an IBM partner, they can now reach out to their first sale.



## Growth

Once the activation is complete, a partner can continue selling and creating their own demand generation engine with available platforms.

# Un programa de asociados de nueva generación



Un solo esquema de incentivos para Software, Power, Storage y Technology Lifecycle Services (TLS) que le da control a los Asociados de su potencial de ganancias

		Software On Prem and SaaS	Storage, Power and Expert Care	
Exclusive to Deal Registration	Front-end pricing	VAR margin	2%	Per VAD discussion
		Value Seller market price	approved discount	approved discount
	Preferred price	Up to 15%	Up to 15%	
	Back-end transact incentives	Base sales incentive	3%	1%
		Select Territory Accelerator	13% / 10% Renewal	1.5%
Proficiency Incentive		7% / 7% Renewal	1.2%	

Partner Plus Incentives to be implemented on April 1, 2023

Precios (Front End - discount)	Margen de Asociado
	Precio de Mercado Value Seller para todos los Asociados
	Precio Preferido Value Seller para el primer Asociado en Registrar

**Incentivos** (Back end – after sales is made)

- Incentivo Base Sales
- Acelerador de Territorio Select
- Incentivo de Proficiency

Exclusive to Deal Registration

<p><b>Escenario 1:</b> Sarah vende una solución de Storage en un cliente Select, tiene Deal Registration y Proficiency Badge (PB)</p> <ul style="list-style-type: none"> <li>✓ Base Sales Incentive</li> <li>✓ Select Territory Accelerator</li> <li>✓ FlasSystem Proficiency Incentive</li> </ul>	<p><b>Escenario 2:</b> John vende una solución de Power en un cliente manejado por IBM, tiene Deal Registration y PB</p> <ul style="list-style-type: none"> <li>✓ Base Sales Incentive</li> <li>✗ Select Territory Accelerator</li> <li>✓ Power Proficiency Incentive</li> </ul>	<p><b>Escenario 3:</b> Sandeep vende una solución de Automation en un cliente Select, tiene Deal Registration, pero sin PB</p> <ul style="list-style-type: none"> <li>✓ Base Sales Incentive</li> <li>✓ Select Territory Accelerator</li> <li>✗ Proficiency Incentive</li> </ul>

## Proficiency badges: Sell and service

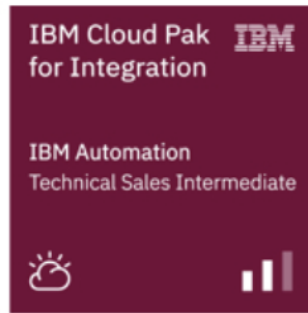
Example of how these badges work for an individual:

Sales Foundation  
Badge



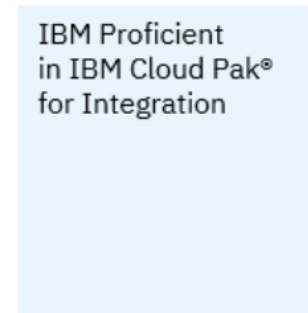
+

Technical Sales  
Intermediate Badge



=

IBM Proficient  
individual



NOTE: Timing for IBM Z®, IBM® LinuxONE, IBM Cloud®, TSS and TLS proficiency badges to count toward tiers is TBA.

## Validated solution: Build

Validated solution: General availability of a client-ready solution, which includes the commercial agreement (ESA + TD and Enrollment Form), is aligned with the Build motion.

General availability (GA): The partner release of a product to the general public. When a partner product reaches GA, it becomes available through the partner's general sales channel.



**2H 2024  
IBM Storage**

**IBM Ecosystem**

**Promos  
&  
Incentives**

# Channel Incentives

**Know  
Your  
IBM**

**Propose,  
Sell &  
Earn!**



1 Jun - 31 Dec 2024

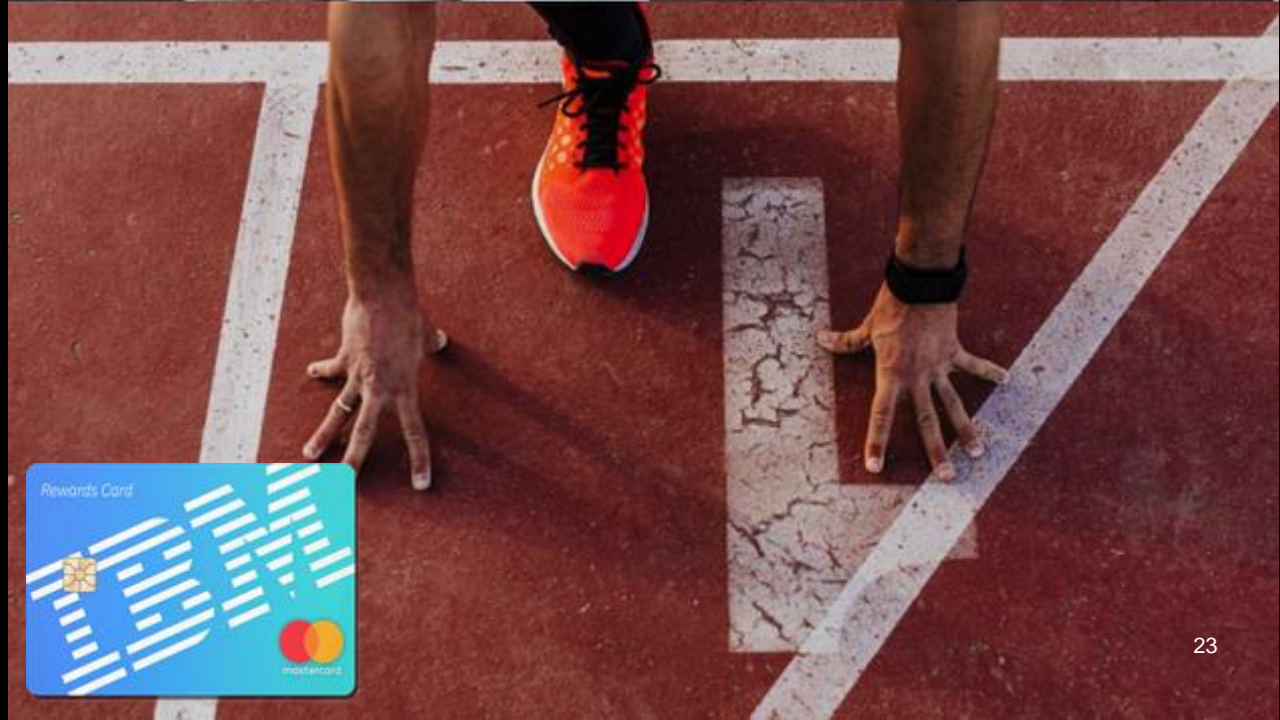
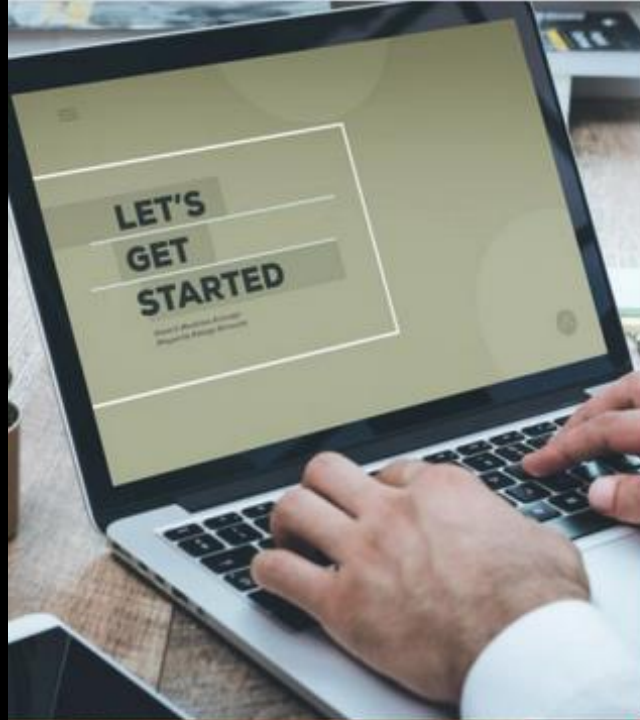


# KYI, Iniciemos



- Para participar tu compañía debe tener el BPA para vender IBM Systems activo, o ser un distribuidor autorizado
- Asegurate que tu compañía este activa en Know your IBM en el PartnerWorld Agreement
- Asegurate de tener un ID de IBM que este asociado a tu compañía. KYI no permitirá el uso de correo personal para un ID de IBM
- Los usuarios deben ser empleados de tiempo completo y tener un rol de ventas o tecnicos para participar
- Cada participante debe completar el curso “IBM Integrity Training” para poder participar el cual tiene vigencia de 2 años
- Ningun Business Partner que se considerado de Gobierno podrá participar
- El programa de KYI tiene un limite de participantes de 100 personas por compañía

Soporte: [service@kyirewards.com](mailto:service@kyirewards.com)





# IBM Storage Rewards

First In Enterprise (FIE) are new clients or clients haven't purchased qualifying product between Jan 1, 2021 and Dec 31, 2023.

## Propose and Earn (FIE only)

Activity	First In Enterprise
Client Meeting	\$250
Assessment (CRAT, POC, etc.)	\$250
SAN Health Assessments	\$100

## Sell and Earn

IBM FlashSystem <i>Through June 30, 2024</i>	Reward	First In Enterprise
FlashSystem 5015/5045	\$250	\$1,000
FlashSystem 5200	\$500	\$2,000
FlashSystem 7300	\$5,000	\$7,500
FlashSystem 9500	\$5,000	\$7,500

IBM Storage Defender	Reward	First In Enterprise
IBM Storage Defender	\$500 for every \$10K Sold	\$1,000 for every \$10K sold

IBM Brocade SAN <i>Must be sold with FlashSystem</i>	Reward <i>Max 2 pairs per claim</i>
SAN24B-6	\$100/pair
SAN64B-7	\$300/pair
SAN128B-7	\$500/pair
SAN256B-7, SAN512B-7	\$1,000/pair

- For a Propose and Earn activity to qualify an IBM Seller must be present for meetings and have an open opportunity with deal reg approved
- No GOE clients are eligible for the KYI incentives
- Maximum earnings per transaction \$20,000 USD for Business Partners



[Get Started Here](#)  
[KYI Submissions Guide](#)





# Based on NIST Cyber Security Framework



The Storage CR Assessment provides a bridge mechanism to assess client's current state and identify gaps against best practice requirements based on the NIST CSF.

Contains references to other industry recognized standards & frameworks: ISO, COBIT, ISA, Council on Cyber Security, etc.

# IBM Cyber Resiliency Assessment

Workshop includes:

- Two-hour virtual consulting workshop with IBM Storage & Security POV
- Assessment probes over 100 different vital controls across 20+ key categories from a Cyber Resilience standpoint
- Delivered using technology / vendor neutral framework

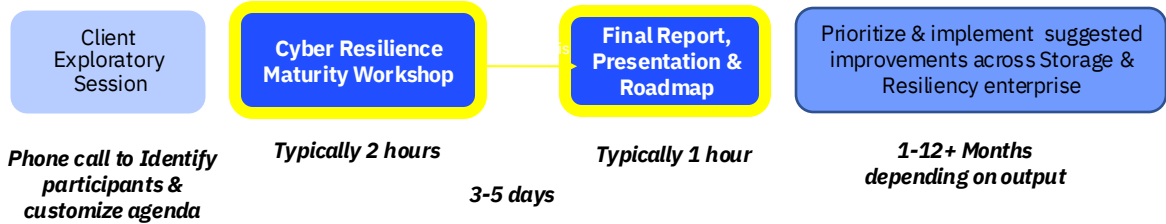
Client Outcomes:

- Identification of blind-spots and recommended areas for improvement
- Discovery of the utilization of various existing solutions, integrations and overlaps that can be fine-tuned
- Customized Cyber Resilience strategy fitting the client's vision & mission

Deliverables:

- Detailed assessment report
- Management presentation
- Roadmap of recommended improvements & considerations
- Non-invasive
- Quick (2 hrs. to complete)
- IBM Funded

## Cyber Resiliency Strategy and Roadmap



## Sample Deliverables

Category	Your score	Maturity Level
<b>Total score</b>	<b>5.96</b>	<b>Practicing</b>
<b>Identify</b>	<b>6.04</b>	<b>Practicing</b>
Asset Management	3	Developing
Business Environment	6.7	Practicing
Governance	7.5	Practicing
Risk Assessment	6.9	Defined
Risk Management Strategy	7.1	Defined
Supply Chain Risk Management	5	Developing
<b>Protect</b>	<b>5.58</b>	<b>Developing</b>
Identity Management, Authentication and Access Control	1.4	Initial
Awareness Training	5.0	Developing
Data Security	6.5	Practicing
Information Protection Processes and Procedures	0.7	Initial
Maintenance	3.3	Developing
Protective Technology	1.7	Initial
<b>Detect</b>	<b>5.08</b>	<b>Practicing</b>
Anomalies and Events	6.4	Practicing
Security Continuous Monitoring	6.5	Practicing
Detection Processes	5.0	Developing
<b>Respond</b>	<b>8.38</b>	<b>Mature</b>
Response Planning	8.3	Mature
Response Communications	8	Mature
Analysis	9	Mature
Mitigation	8	Mature
Improvements	7	Mature
<b>Recover</b>	<b>5</b>	<b>Developing</b>
Recovery	7	Developing
Recovery Planning	3	Initial
Recovery Improvements	7	Developing
Recovery Communications	5	Developing

**% ACHIEVED PER CATEGORY**

Category	% Achieved
Financial Impact	43%
Backup	68%
Software	33%
Hardware	37%
Governance	43%
Procedure	53%
Infrastructure	68%
Security	63%
DR Planning	75%
Testing	60%
Personnel	50%
Resiliency	63%

**Minor Recommendations**

- 1 Understand and manage required notifications and processes, communications, legal, end-users, et al
- 1 Determine restore processes (offsite)

Contact the **IBM Client Centers**: [lolguin@us.ibm.com](mailto:lolguin@us.ibm.com)  
[CRAT on Seismic](#)



### Updated Feb 18, 2024 North America ATG Storage - IBM DS8900F Safeguarded...

IBM DS8900F **Safeguarded Copy** (SGC) solution allows for the creation of many recovery copies across multiple volumes or storage systems with optimized capacity usage and minimum performance impact. The recovery copies are created in an immutable area of storage and can only be created and/or deleted by policies in place in either IBM's Copy Services Manager (CSM) or IBM's GDPS solution. This demonstration environment uses CSM for controlling **Safeguarded Copy**.

- Safeguarded Copy DS8K
- DS8900F SGC Safeguarded Copy sysatg

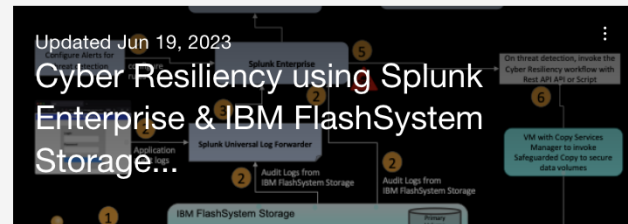
Explore this collection

### Updated Oct 25, 2023 IBM Spectrum Virtualize for Public Cloud on Azure with IBM Copy...

The focus of this collection is to highlight the early threat detection capabilities of IBM® QRadar® and to show how to proactively start a cyber-resiliency workflow in response to a cyberattack or malicious user actions. The workflow uses IBM's Copy Services Manager as orchestration software to start IBM Spectrum Virtualize for Public Cloud (SV4PC) **Safeguarded Copy** functions. The IBM SV4PC **Safeguarded Copy** function creates an immutable copy of the data in an air-gapped form on the same IBM SV4PC on Azure for isolation and eventual quick recovery.

Spectrum Virtualize for Public Cloud

Explore this collection



Updated Jun 19, 2023  
Cyber Resiliency using Splunk Enterprise & IBM FlashSystem Storage...

The **Safeguarded Copy** function helps businesses recover quickly and safely from a cyber attack, helping reduce recovery to minutes or hours. It creates multiple recovery points for a production volume. These recovery points are called **Safeguarded Copy** backups.

- Spectrum Storage Suite Spectrum Virtualize

Explore this collection

### Updated Oct 25, 2023 Enhanced Cyber Resilience Threat Detection with IBM FlashSystem Safeguarded Copy

The focus of this collection is to demonstrate an early threat detection by using IBM® QRadar® and the **Safeguarded Copy** feature that is available as part of IBM FlashSystem® and IBM SAN Volume Controller. Such early detection protects and quickly recovers the data if a cyberattack occurs.

- FlashSystem Safeguarded Copy CSM
- QRadar Security Info and Event Management
- Storage FlashSystem Safeguarded Copy CSM QRadar

Explore this collection

### Updated Oct 25, 2023 Securing Oracle Database with IBM Copy Services Manager by using IBM FlashSystem Safeguarded Copy

The workflow that is presented here uses IBM Copy Services Manager as orchestration software to start IBM FlashSystem® **Safeguarded Copy** functions. The **Safeguarded Copy** creates an immutable copy of the data in an air-gapped form on the same IBM FlashSystem for isolation and eventual quick recovery.

- FlashSystem Safeguarded Copy Guardium Data Protection
- Database Protection Oracle Database
- QRadar Security Info and Event Management
- FlashSystem Safeguarded Copy QRadar Oracle Database

Explore this collection

### Updated Jun 12, 2023 Cyber Resiliency with IBM QRadar and IBM Spectrum Virtualize for...

The **Safeguarded Copy** function helps businesses recover quickly and safely from a cyber attack, helping reduce recovery to minutes or hours. It creates multiple recovery points for a production volume. These recovery points are called **Safeguarded Copy** backups.

- Storage for Hybrid Cloud
- SV4PC Spectrum Virtualize for Public Cloud Azure Cloud
- Azure Cyber Resiliency

Explore this collection

### Updated Oct 30, 2023 Early Threat Detection and Safeguarding Data with IBM QRadar and IBM Copy Services Manager on IBM DS8000

The focus of this collection is to highlight early threat detection by IBM® QRadar® and to proactively start a cyber resiliency workflow in response to a cyberattack or malicious user actions. The workflow uses IBM Copy Services Manager (CSM) as orchestration software to start IBM DS8000® **Safeguarded Copy** functions. The **Safeguarded Copy** creates an immutable copy of the data in an air-gapped form on the same DS8000 system for isolation and eventual quick recovery.

- CSM QRadar Security Info and Event Management

Explore this collection

### Updated Oct 25, 2023 Securing Data on Threat Detection by Using IBM Storage Scale and IBM QRadar

This collection describes how IBM Spectrum Scale File Audit Logging can be integrated with IBM QRadar. Using IBM QRadar, an administrator can monitor, inspect, detect, and derive insights for identifying potential threats to the data that is stored on IBM Spectrum Scale. When the threats are identified, you can quickly act on them to mitigate or reduce the impact of incidents. We further demonstrate how the threat detection by IBM QRadar can proactively trigger data snapshots or cyber resiliency workflow in IBM Spectrum Scale to protect the data during threat.

- Storage Scale System

Explore this collection



# IBM Storage backend Rebate for New clients and New BPs



STORAGE LATIN  
AMERICA

## FLASH SYSTEMS AND DEFENDER NEW INCENTIVE

IBM authorized Storage Resellers and Systems Integrators may earn an additional incentive for closing FlashSystem and Defender opportunities with **New Customers**, for which they have an approved deal registration.

**+5%**  
**back-end rebate**

**From March 1st to December 31th 2024**

**Announcement Letter Number:  
ZWWW4001A**



**INGRAM** MICRO<sup>®</sup>

**IBM**

# 2H 2024 IBM Storage Promotions for Ecosystem



# Opportunity Development

## FlashSystem + Defender



**SAFE LOCK KIT**

STORAGE DEFENDER & FLASHSYSTEM

Inteligencia artificial para seguridad, recuperación instantánea y data con alta velocidad.

Storage Defender Data Protect  
**26 TB de protección de datos**  
en 3 años

- Inmutabilidad
- Copias Incrementales
- Full Back Up
- Inline Data Deduplication
- Restauración masiva Instantanea

**Precio Safe Lock Kit\*:**  
**\$ 24,664.05 USD**

IBM FlashSystem 5300

**38 TB Efectivas**

- Inline Data Threat Detection con discos Flash Core Module 4
- Velocidad y desempeño para tu ambiente productivo
- Balance adecuado entre costo y beneficios

IBM Storage Insights  
IBM Storage Virtualize  
IBM Storage Defender

**IBM**

\*Servidores físicos o virtuales para la solución no incluidos  
\*El factor de compresión 3:1 depende de la data  
\*Precio para Mexico y sujeto a cambios sin previo aviso  
\*Oferta valida solamente para nuevos clientes de IBM Storage Software

### Cyber Resilience & Cyber Security.

¡Recuperación certera, seguridad de primera!

Con **Safe Lock Kit** encontrarás el balance perfecto entre HW y SW. Con beneficios Enterprise en el **IBM Flash System FS5300**, podrás simplificar la entrega de datos de manera empresarial y tener la detección de Ransomware en línea con FCM4.

Y con el software de **IBM Storage Defender**, obtén la mejor protección para tu data de back up en maquinas virtuales. El conjunto del SW e IBM Flashsystem puedes guardar tu data de forma segura, rápida y certera.

- Doble controladora **activo-activo**
- **8 Puertos** de 32Gb FC
- 6x FCM4 de 4.8 **TB** NVMe 2.5”
- **12 Cores** de CPU por controladora
- **64 GB** de memoria cache
- Disponibilidad del **99.9999%**
- **Garantía 1 año 9x5 NBD**
- **86TB (RAW)** considerando compresión 3:1

**¡Obtén el Safe Lock KIT IBM!**  
**desde USD\$ 24,665**

**Precios validos para adquisición del Safe Lock Kit**

#IBMStorage #CIO

# IBM Storage Networking Promotions



**Link**  
[IBM b-type Promotions](#)

**Contact**  
Rodney Araujo  
[rodneyg@br.ibm.com](mailto:rodneyg@br.ibm.com)

## IBM SAN b-type Cost Relief

Submit a price request for your target price to win, and IBM will work with Broadcom to try to get what you need to meet your target.

## IBM SAN b-type Promotions

Multiple technology refresh and competitive technology refresh promotions, which can be used as an alternative to cost relief.





# IBM FlashSystem 5000 Value Bundle

Lower Cost for a Modernized, High Performance, Cyber-Resilient Storage Solution

The FlashSystem 5015/5035/5045/5200 base arrays include two 24-port SAN24B-6 Fibre Channel switches pre-selected in IBM eConfig tool



up to 20%

SAN DISCOUNT

FlashSystem  
**5015**  
**5035**  
**new 5045**  
Value Bundle



FlashSystem 5015/5035/5045  
Bundled with two 24-port SAN24B-6 base switches and **8 x 16G** SWL SFPs.

FlashSystem  
**5220**  
**or 5300**  
Value Bundle



FlashSystem 5200  
Bundled with two 24-port SAN24B-6 base switches and **8 x 32G** SWL SFPs.

## REALIZE INSTANT BENEFITS

### LOWER COST

Immediate savings on Flash+SAN bundle vs. a-la-carte price

### PERFORMANCE

Match Storage-SAN speed for optimum workloads

### CYBER-RESILIENT

Enhanced data protection and fast data recovery

### SCALABILITY

Add ports on-demand for simple device connectivity

### ADV FEATURES

Offer advanced, enterprise storage services with entry storage arrays

for BPs

### MORE REVENUE

Increase revenue and margin with the Flash & SAN Value Bundle

### SIMPLE CONFIG

Quickly provide an end-to-end storage configuration

The IBM FlashSystem 5000 Value Bundle will be available through September 2024



# A better way to GROW

[More info -> Seismic](#)

Offer expires June 30, 2024.

## Need MORE storage capacity?

You could add to your existing storage *but...*

- No guarantee of performance increase
- Restrictive commercial and financial options
- Potential increased maintenance costs



## Value Statement

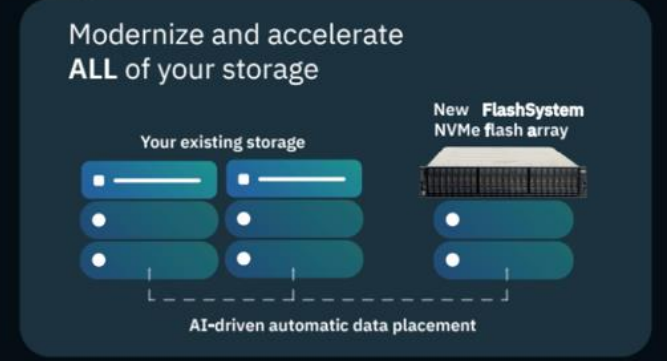
“IBM FlashSystem will provide the upgrade of additional capacity you need going forwards, while leveraging your existing non-IBM storage assets; simplifying management, easing data migration and accelerating performance for the next 3 years at no additional cost”

## A better way to grow

### Supercharge your upgrade...

Buy an IBM FlashSystem® 5200, 7300 or 9500/R and virtualize your existing storage at no additional cost.\* Now benefit from increased capacity and performance within a new, optimized single pool of storage.

- Accelerate applications
- Maximize existing storage investments
- Become Data Resilient
- Simplify storage management
- Ease any required data migration



## Qualifying Conditions

FlashSystem Model	SVC Condition	Min. FCM Drives	Number of Non-IBM Systems Eligible	Duration of Virtualization Enabled	Warranty/Maint Terms
9500	No SVC Installed	8	5	3 Years	Machine Type 4673 (3yrs Expert Care Advanced)
7300		8			Machine Type 4658 (3yrs Expert Care Advanced)
5200		3			Machine Type 4662 (With Min. 3yrs Expert Care Basic)



Impulse su generación de demanda con “Partner Marketing Kits” en IBM My Digital Marketing

## IBM My Digital Marketing

My Digital Marketing es una plataforma de automatización de marketing que ofrece campañas listas para ejecutar diseñadas para ayudar a los socios a aumentar la velocidad de comercialización, reducir los costos de marketing y acelerar el crecimiento del negocio.

### ¿Qué hay nuevo en 2024?

- Una página rediseñada de My Digital Marketing
- Editor de arrastrar y soltar que aumenta la facilidad de uso y las oportunidades de personalización
- Disponibilidad de URL de interlocutor únicos al enlazar con activos de IBM
- ¡Y más!

[IBM My Digital Marketing](#)

[Demand Generation Seismic page](#)

## Partner Marketing Kits

Partner Marketing Kits incluir campañas personalizables listas para ejecutar con activos de IBM para ayudar a los partners a atraer y progresar en nuevos clientes.

### What's new in 2024?

- Nuevo Product-Led Growth (PLG) y non-PLG Partner Marketing Kits (with watsonx focus).
- Nuevo contenido que incluye testimonios, videos y casos de uso, entre otros.
- Capacitación de socios y sesiones de seminarios web.
- Mensajería SMB alineada con Flash Storage.
- Estrategia de mensajería del ecosistema de las pymes.

# IBM FlashWatch



## Cyber Recovery Guarantee

Immutable snapshots from safeguarded copy can be recovered in just **60 seconds**.

## Sustainability Guarantee

FCM can deliver energy efficiency of **1.7 W/TB**. IBM FlashSystem can deliver a **lower footprint**, more TB capacity per Watt and **10x** more IOPs per watt than other competitors.

## 3:1 Data Reduction Guarantee

FCM **3:1 self-certified data reduction guarantee 3:1 self-certified data reduction guarantee**

The FlashWatch program is a groundbreaking initiative of **service level guarantees**, offering customers confidence in their choice of primary storage infrastructure.

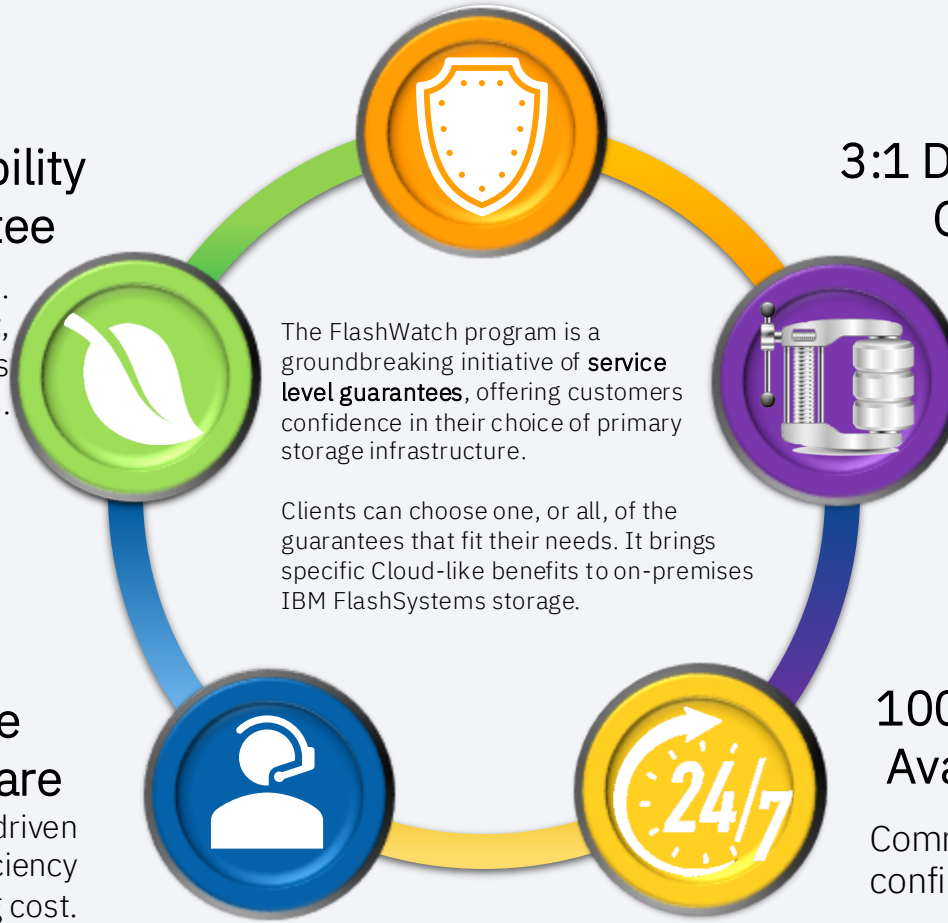
Clients can choose one, or all, of the guarantees that fit their needs. It brings specific Cloud-like benefits to on-premises IBM FlashSystems storage.

## Storage Expert Care

Our Premium support includes a powerful AI-driven tool **IBM Storage Insights Pro** maximizing efficiency and reducing cost.

## 100% Data Availability

Commitment through the **IBM HyperSwap** configuration with zero down time during 3 years.



# STORAGE Financing Promos 2H24

## Promo 1: Tasa "0"

Financiación de Storage durante 9 meses a tasa 0%

## Promo 2: Tasa Preferencial

Financiación de Storage a la mejor tasa disponible en plazos hasta 36 Meses

## Promo 3: Why wait

3 meses de diferimiento + 33 pagos

### Condiciones:

- Promo disponible para los modelos seleccionados.
- Ambas ofertas son válidas para Venta Financiada o Arrendamiento en USD, donde sea aplicable.
- La oferta incluye exclusivamente el Hardware y el Software Operativo de la Máquina.
- Oferta Vigente hasta 30/06/2024.
- Sujeto a aprobación de crédito.



### PRODUCTOS DE STORAGE INCLUIDOS EN LA OFERTA

2072-xxx	4666-xxx
2076-xxx	4673-xxx
4662-xxx	9500-xxx
4657-xxx	8876-xxx
4658-xxx	8883-xxx
4663-xxx	8924-xxx
3555 xxx	8969-xxx
3584 xxx	3592 xxx
3599 xxx	

Ej: FlashSystem Family & Expert Care

# IBM Storage Summit 2025 event promotion



## IBM Storage Summit Event Promotion

- Each BP Firm can earn an expense-paid trip from IBM for one (1) BP employee to attend the IBM Storage Summit Event.
- Eligible IBM Resellers earn this Promotion Benefit by attaining a certain number of Sales and Growth Credits
  - Sell First in Enterprise FlashSystem and/or Storage Defender solutions to a unique Client to earn a Sales Credit
  - Complete eligible growth activities to earn Growth Credits
  - All Sales and Growth activities eligible January 1, 2024 through December 31, 2024
- Available for BPs in United States of America, Canada, Brazil, Mexico, Chile, Peru, and Columbia
- All details on Seismic: <https://ibm.biz/2024storagesummit>

North America	Group Definition	Promotion Criteria
Group 1 – Guardians Existing IBM Storage FlashSystem BPs	BPs who sold IBM FlashSystem January 1, 2021 through December 31, 2023.	<ul style="list-style-type: none"> <li>• Attain a minimum of five (5) First in Enterprise Sales of FlashSystem and/or Storage Defender to Unique Clients</li> <li>• 50 Growth Credits</li> </ul>
Group 2 – Trailblazers New IBM Storage FlashSystem BPs	BPs who have not sold IBM FlashSystem January 1, 2021 through December 31, 2023.	<ul style="list-style-type: none"> <li>• Attain a minimum of two (2) First in Enterprise Sales of FlashSystem and/or Storage Defender to Unique Clients</li> <li>• 20 Growth Credits</li> </ul>

Latin America	Group Definition	Promotion Criteria
Group 1 – Guardians Existing IBM Storage FlashSystem BPs	BPs who sold IBM FlashSystem January 1, 2021 through December 31, 2023.	<ul style="list-style-type: none"> <li>• Attain a minimum of three (3) First in Enterprise Sales of FlashSystem and/or Storage Defender to Unique Clients</li> <li>• 40 Growth Credits</li> </ul>
Group 2 – Trailblazers New IBM Storage FlashSystem BPs	BPs who have not sold IBM FlashSystem January 1, 2021 through December 31, 2023.	<ul style="list-style-type: none"> <li>• Attain a minimum of one (1) First in Enterprise Sales of FlashSystem and/or Storage Defender to Unique Clients</li> <li>• 20 Growth Credits</li> </ul>



# IBM Storage Summit 2025 event promotion

## Sales Credits:

- Guardians: 3 x FIE
- Flash or Defender
- Trailblazers 1x FIE

Qualifying products and applicable part numbers:

Machine Type/ Part Number	Model	Product description
4680	2P2	FlashSystem 5015 Controller
4680	2P4	FlashSystem 5015 Controller
4680	3P2	FlashSystem 5045 Controller
4680	3P4	FlashSystem 5045 Controller
4662	6H2	FlashSystem 5200 Controller
4662	UH6	FlashSystem 5200/H Controller
4662	7H2	FlashSystem 5300 Controller
4657	924	FlashSystem 7300/Controller
4657	U7D	FlashSystem 7300/Controller
4983	AH8	FlashSystem 9500 Controller
D0EVJZX		IBM Storage Defender As A Service Resource Unit Per Month
D0EX5ZX		IBM Storage Defender Resource Unit Subscription License

## Growth credits

Growth Credits are earned in the amounts indicated for the performance of the following activities:

Growth Credit Activity	Growth Credits Awarded	North America Eligible	Latin America Eligible
Propose & Earn New Client Meeting	5	Y	Y
Propose & Earn New Client Assessment	5	Y	Y
IBM Storage Cyber Academy Participation	5 credits per each event attendance	Y	N
IBM Flash In A Flash Webinar Attendance	3 credits per each webinar attendance	Y	N
IBM FlashSystem & Defender Workshop	5 credits per each event attendance	Y	Y
Group 2 ONLY: IBM & BP Storage Roadshow Attendance	5 credits per each event attendance in person	Y	Y

\* GOE accepted



# IBM Storage Portfolio

## Storage for Data Resilience



FlashSystem 9500



FlashSystem 7300



FlashSystem 5300



FlashSystem 5045



FlashSystem 5015



FlashSystem 9500R



SAN Volume Controller



Storage Virtualize



Storage Insights



Storage Control



DS8900F



TS7700

## Storage for Hybrid Cloud



Storage Fusion



Fusion HCI

## Storage for Data and AI



Storage Scale



Storage Scale System



Storage Ceph



Cloud Object Storage



Cloud Object Storage



Storage Virtualize



SAN Switches



Storage Archive



IBM Tape / Libraries



Storage Discover



IBM Storage Defender



Hybrid Cloud



Snapshots



VMs



Containers



# Thank you

CLICK TO ADD TITLE