

IBM Storage



3Q22 IBM Storage BP Ecosystem Promotions & Incentives

for EMEA geo

July 1st, 2022 – v1

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**EVERYTHING AN IBM STORAGE BUSINESS
PARTNER NEEDS TO KNOW IS IN THE ZONE**

bpstoragezone.com

Content & structure of document



Promotions & Incentives Summary

IBM Race2CyberVault – EMEA BP Sales Contest

Promotions & Incentives details

Additional programs

Important topics to know

Promotions

Array-focus



Storage FlashSystem Energizer 2022 - Promotion
(for FS7300/FS7200 & FS9500/FS9200)

„Enable encryption for free“ - upgrade Promotion
for FlashSystem 5035/5200 - at NO cost!“



NEW



„A better way to GROW“
FlashSystem Sales Play for New Clients
(for FS5200/FS7300/FS9500)



**„Test-Drive“ -
service offering for FS-arrays**
(remote or onsite)

Software-focus



**Various End Customer Price Plays
on IBM Spectrum Family**

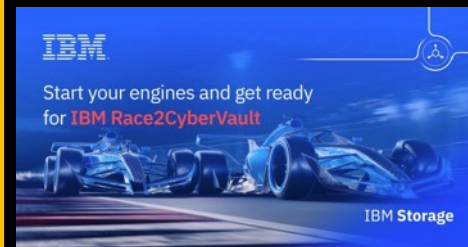
IBM Spectrum Protect/TSM – Fresh Start (3.41) - for clients who want to return and
New client special discounts

Storage Suite Starter for Cloud Paks – 12 TB free-of-charge software-defined storage
for Cloud Pak deployments with most Cloud Paks

Incentives

“IBM Race2CyberVault”
– EMEA BP Sales Contest
(March 1st – Aug. 31st, 2022)

WIN fantastic prizes!



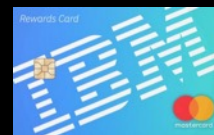
„Test-Drive“
BP seller incentive

**Earn your new
smartphone!**

(Apple iPhone or
Samsung Galaxy S21)

“KYI-INIT2WINIT”
2022 Storage

BP Seller
incentive program



3Q22 IBM Storage BP Ecosystem Promotions & Incentives



Systems/array-focus

Promotions (incl. PLET-link)	Solution(s)	Earning Opportunity	What Qualifies ?	Eligible markets	Status
2022 IBM Storage FlashSystem Test-Drive (POC) BP Seller Incentive , PLET: ZWEP1239BEMEN	FlashSystem families: FS5200, FS7300, FS9500	EARN a new Apple iPhone 13 or Samsung Galaxy S21 by running a “Test-Drive”-POC with FS5200 and by selling an eligible IBM FlashSystem-array into this client.	Sell eligible IBM FlashSystem-products (FS5200 or FS7300 or FS9500) to a “Test-Drive” client.	EMEA (excl. RCIS & MEA)	LIVE for 2022
IBM Race2CyberVault – EMEA BP Seller Sales Contest , see details incl. T&Cs: www.race2cybervault.com	All eligible focus products: selected FS-arrays (FS5200, FS7300, FS9500), selected Storage SW, selected Security SW	BP company prizes: WIN a seat on the “IBM Storage BP StudyTour” (4Q22), WIN your local Storage Education Session; BP individuals' prizes: IBM branded merchandise	Selling eligible focus products and collecting “accelerator points” by achieving special tasks.	All countries of EMEA	LIVE for March - August
IBM Storage 2022 FlashSystem Energizer Promotion , PLET: ZWE60217IEMEN	FlashSystem families: FS7300/FS7200, FS9500/FS9200	Add. 8% VS-discount off QuickPricer on “STRETCH” ValueSeller-transactions comprising FlashSystem solutions.	Nominated and approved STRETCH deals meeting all program criteria - under ValueSeller (VS)	EMEA	LIVE for 2022
Test-Drive Service Offerings , see: bpstoragezone.com/test-drive	Various models of FlashSystem-family	BPs can now offer their clients to TEST-DRIVE IBMs award-winning IBM Storage Systems -at no cost! (remote or onsite)	Prospects & clients who are interested in purchasing FS-arrays	EMEA	LIVE for 1HY22

IBM Value Seller Systems HW Program for Europe (T2):

<https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/annletter/ZWEP7244ZEMEN>

IBM Pay for Value for BPs selling Systems Hardware products – Europe (T2):

<https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/annletter/ZWEP5194YEPEN>

Refer to PartnerWorld and relevant PLET for full details, inclusions, exclusions and terms & conditions

IBM PLETS on PartnerWorld (insert PLET or program number): [PartnerWorld](#) or [PLET Search](#)
Some programs are only available in selected countries, see respective PLET for details.

For MEA-market: please check your respective country-relevant PLETS

3Q22 IBM Storage BP Ecosystem Promotions & Incentives



Software-focus



Promotions (incl. PLET-link if available)	Solution	Offering	What Qualifies ?	Eligible markets	Status
Spectrum Storage Competitive Replacement Play (3.04)	IBM Spectrum Storage	Offers special discounts for all Spectrum Storage Software and select 3 rd Party products in competitive win-back deals.	Customers with competitive Storage Software installations	EMEA	LIVE
IBM Spectrum Protect / Power Systems for SAP HANA Combined Sale Pricing Play (3.32)	IBM Spectrum Protect	Customers who purchase an IBM Power system for SAP HANA workloads will get a discount for select IBM Spectrum Protect products for different licensing metrics	Customers purchasing an IBM Power system with Spectrum Protect	EMEA	LIVE
IBM Spectrum CDM for new or existing Spectrum Control or VSC Customers (3.36)* - fulfillment through Reseller	IBM Spectrum CDM	Spectrum Control and Virtual Storage Center customers get up to 90% for adding Spectrum Copy Data Management.	Existing or new Spectrum Control or VSC customers	EMEA	LIVE
SPP SALES PLAY - Spectrum Protect Plus (3.37) for Existing SP PVU customers play - fulfillment through Reseller	IBM Spectrum Protect Plus	To help non ELA Spectrum Protect PVU customers to move part / all of their workload to Spectrum Protect Plus with discount on SPP. In parallel the client can discontinue the S&S on the not needed SP PVU entitlements without partial renewal penalty.	SP PVU client which has current S&S entitlement.	EMEA	LIVE
IBM Spectrum Protect Loyalty S&S Pricing Play (3.39)	IBM Spectrum Protect	Preserve your Spectrum Protect footprint by offering your clients a reduced price for staying with the Spectrum Protect family of products over a choice single and Multi year options.	Spectrum Protect S&S Bid contract type is not ESA / ASL / OEM	EMEA	LIVE
IBM Spectrum Protect/TSM – Fresh Start (3.41) - for clients who want to return	IBM Spectrum Protect	Customers who have had IBM Spectrum Protect offerings and have since left IBM for a competitive solution and would now wish to return to IBM Spectrum Protect products via reinstatement.	Spectrum Protect customers who left	EMEA	LIVE

Endcustomer price plays are available through IBM SW distributed price plays.
 Local Sales / BPS can help with details.
[For IBMers: see W3-connections for SW price play infos](#)

Refer to PartnerWorld and relevant PLET for full details, inclusions, exclusions and terms & conditions
IBM PLETS on PartnerWorld (insert PLET or program number):
[PartnerWorld or PLET Search](#)

Some programs are only available in selected countries, see respective PLET for details.

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Promotions & Incentives Summary

“IBM Race2CyberVault” – EMEA BP Sales Contest

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Important topics to know

IBM Storage

“Race2CyberVault”

EMEA BP Ecosystem Sales Contest

www.race2cybervault.com

IBM

Start your engines and get ready for
IBM Race2CyberVault

Drive your IBM Storage success
by selling eligible products between
1 March and 31 August 2022.

Take your place on the starting grid
and join the IBM Storage EMEA BP
Sales Contest.

Accelerate your potential
by completing learning tasks.

Claim the top spot on the podium
to join us at the exclusive IBM
Storage BP Study Tour in Q4 2022
and WIN other fantastic prizes.

Don't miss the race,
registrations close
on 30th April 2022!

Fasten your seat belt and follow these simple race instructions:

- 1 Register for the race and plan your team strategy.
- 2 Beat the competition by selling industry-leading IBM Storage solutions.
- 3 Win a fantastic range of exclusive individual and company based rewards.

[Register now →](#)

IBM Storage

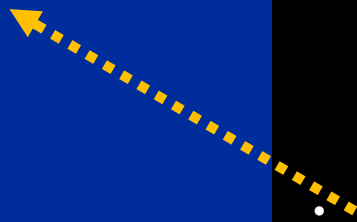
International Business Machines Corporation. 2022. All rights reserved. Excludes IBM Business Partners in EMEA.

Only for
registered BPs!

What is the “IBM Race2CyberVault”?

www.race2cybervault.com

www.bpstoragezone.com/race2cybervault



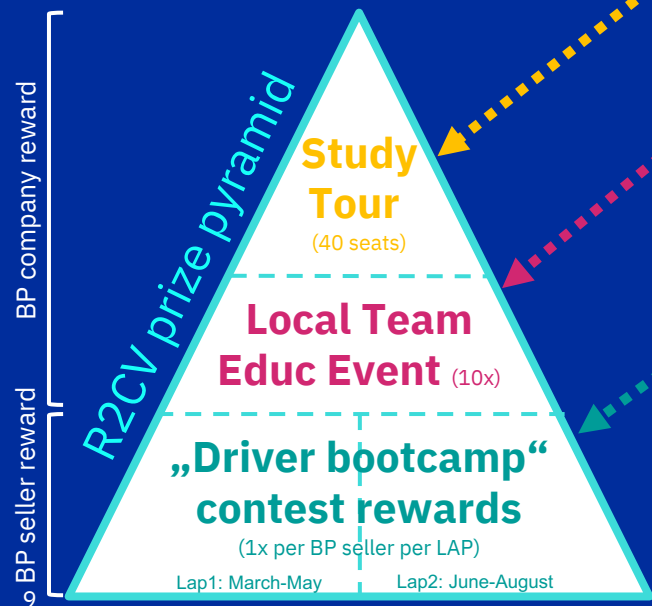
More about IBM FS Cyber Vault solution ...

<https://www.ibm.com/downloads/cas/ODKXBLR9>

- A Storage BP sales contest that runs **March 1st to August 31st, 2022** focusing on our WW key sales play “Data Resilience w/Flash” and “IBM FS Cyber Vault”-message
- Contest theme is around “**car racing**” - encouraging speed, agility, competitiveness and a winning team spirit
- It is offering various prizes for winning BPs (T2 + VAD), e.g. seat on an “IBM Storage BP Study Tour” event (4Q22) for top performing BP companies in EMEA
- BP companies **register** to the Sales Contest and are awarded points for **selling eligible “focus products”** and in addition T2 resellers companies can collect “Accelerator Points” for completing “special tasks”
- Check the **dedicated THE RACE INFO CENTER** for all relevant infos, incl. instructions, updated “team leader board” w/points, etc.



How can BPs benefit from the "Race2CyberVault"?



Opportunities available for all levels of BPs: (Specialist/Experts and Registered, VADs)



1. Company reward – a **seat on the “IBM Storage BP StudyTour” event** (Nov) for the 40 most successful BP organisations based on overall performance
2. Company reward – a **local "IBM Storage R2CV Team Education Event"** for the next 10 BP companies in terms of performance who do not qualify for the IBM Storage Education Event
3. Individual reward – **chose from IBM contest branded merchandise** for individual BP seller self-enablement (incl. 5Q-quiz) that helps to understand “Data Resilience w/Flash”-messaging; planned: 2 “laps” of BP engagements

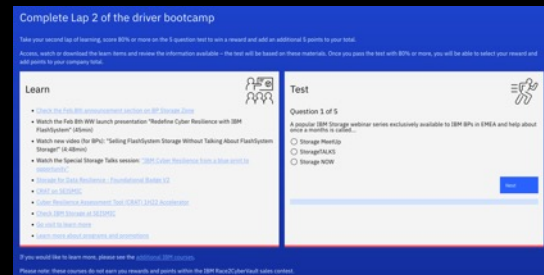


with ecologi.com



LAP2 in the drivers bootcamp is READY 4YOU!

1. Check the contest website www.race2cybervault.com
2. Scroll down to “Drivers bootcamp” (see website)
3. Pass the quiz comprising 5 questions (multiple choice).
--> **till Aug. 31st**



4. Select your individual IBM-branded reward or choose 250 trees to be planted for you



Plant 250 Trees



IBM Race2CyberVault
Cooler Bag



IBM Race2CyberVault
Notebook



IBM Race2CyberVault
Sunglasses

Only for registered BPs!

Race2CyberVault driver bootcamp – lap2 for BPs

www.race2cybervault.com
www.bpstoragezone.com/race2cybervault

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“IBM Race2CyberVault” – EMEA BP Sales Contest



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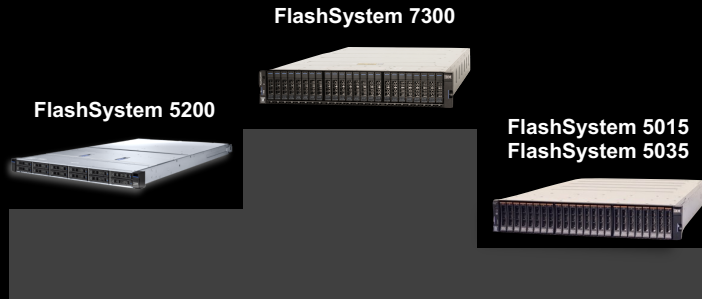
Important topics to know

IBM FlashSystem TEST-DRIVE (1-2-2-0)



Easy, No-Cost, 2 Week Test Drive of IBM FlashSystem

....Because seeing is believing!



<https://www.bpstoragezone.com/test-drive>

ONE FORM

Single easy form to fill out and send directly to:
sander@irent.nl

iRent will send to IBM for quick 24hr approval.

TWO WEEK LEAD-TIME

2 week usual lead time to deliver systems.

iRent handle ALL logistics. Client retains packaging.

TWO WEEKS ONSITE

2 weeks on-premise for testing and PoC

Can be either at client location or Business Partner.

ZERO COST!

No cost to either client or Business Partner.

No commitment to purchase. iRent collect system at end.

Base countries (1-2 days lead): Austria, Belgium, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Switzerland

Extended countries (2-5 days lead): Croatia, Bulgaria, Czech Republic, Estonia, Greece, Latvia, Lithuania, Malta, Norway, Poland, Romania, Slovakia, Slovenia, South Cyprus, Sweden, United Kingdom

Extended countries (based on quoting): Albania, Algeria, Andorra, Bosnia and Herzegovina, Georgia, Iceland, Liechtenstein, Macedonia, Monaco, Serbia, Turkey, Ukraine

Overview

IBM Storage
Test-Drive
Request for Proof of Concept
IBM FlashSystem 5015 / 5035 / 5200 / 7300

Client information

Company name: _____
Contact person: _____
Email address contact person: _____
Street: _____ Telephone: _____
Zip/Post Code: _____ Country: _____

Opportunity information

IBM SSC reference: _____ Potential opportunity value (US\$): _____
IBM Sales Engaged email address (if applicable): _____
IBM Technical Sales Engaged email address (if applicable): _____

Proof of Concept information

POC request date: _____
Requested machine type/model: _____
Requested POC period (from - to): _____
NOTE: Maximum duration of the trial funded by IBM is 14 days from delivery. Additional time will be charged by client direct to the Business Partner. Prices available by prior discussion with client.
POC test objectives: _____
POC success criteria: _____

For any questions, please contact:
Email: sandor@rent.systems
Mobile: +31 (0)6 54 26 07 31
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<https://www.bpstoragezone.com/test-drive>

- iRent act as sales enabler for IBM and their partners by providing onsite hardware delivery for test & demo. They do not resell, they do not compete!
- Test hardware in your customer's environment
- Conversion ratio of 80%. Request form to PO in **just 7 weeks**. Check out our video!
- FlashSystem 5015 / 5035 / 5200 / 7300 **(new)**
- Flexible - configured on demand:
 - FCM / SSD / SAS / NL-SAS drives
 - 10Gbe SFP+ / 25Gbe RoCe / 25Gbe iWARP / SAS / 16Gb FC / 32Gb FC
- Delivery within 2 weeks

IBM FlashSystem TEST-DRIVE (1-2-2-0)



Process

<https://www.bpstoragezone.com/test-drive>

- Establish what your client would like to test and whether FS5015 / 5035 / 5200 / 7300 is best fit.
- Business Partner / IBMer completes the 1 page PoC request form here: <https://www.bpstoragezone.com/asset-preview/60285>
- Email form directly to: sander@irent.nl
- iRent will be in touch within 24 hours to confirm exact configuration and timings.
- iRent contact IBM for approval within 24 hours
- System delivered via courier to address specified. Please retain the packaging!
- iRent will remain in contact over the 2 weeks and will arrange for collection on date agreed.
- iRent handle all logistics costs and customs.
- No costs for loan or shipping. iRent invoice IBM EMEA GEO directly. Contact: [Martin Bruce](mailto:martin.bruce@uk.ibm.com)

martin.bruce@uk.ibm.com

IBM Test Drive – new video with German BP BlueConsult



IBM FlashSystem family

Winning with IBM Test Drive



<https://www.youtube.com/watch?v=FnSq7ailJ90>

What is it?

From 2Q-4Q22, BP sellers or tech sellers are entitled to **EARN a new Apple iPhone 13** (or Samsung Galaxy S21) for running a “Test-Drive”-POC (with available FS5200 or FS7300) **at no cost (!)** and by selling eligible members of the IBM FlashSystem family to this “Test-Drive”-client from April 1st – Dec 31st, 2022.

Terms & conditions apply;
flyers available on bpstoragezone.com

How does it work?

#1 RUN a “TEST-DRIVE” POC at an interested client (at no cost!)

#2 SELL eligible FlashSystem products

#3 CLAIM your eligible sales transaction(s) on the Storage BP Zone (by filling online claim form)

#4 EARN your new **Apple iPhone 13** (or Samsung Galaxy S21)



IBM Test Drive - assets for your BP usage



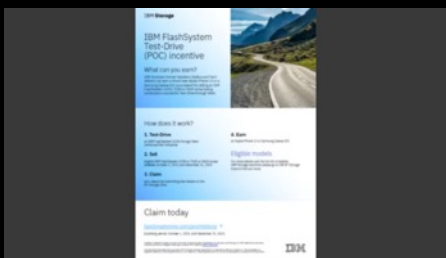
IBM Test-Drive Flyer BP version



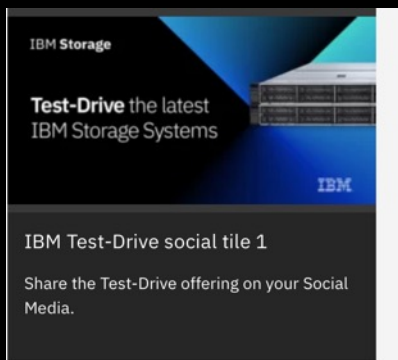
IBM Test-Drive flyer CLIENT version



IBM Test Drive flyer CLIENT version with BP logo

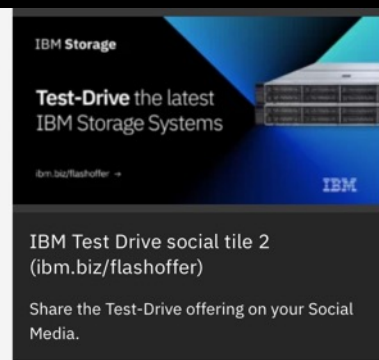


IBM Test-Drive - Proof of Concept Request Form



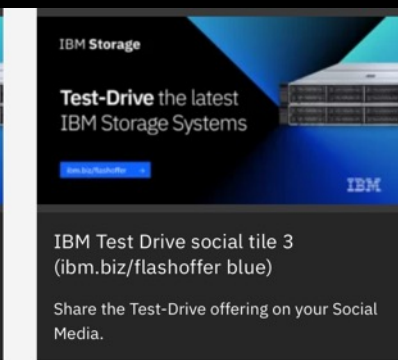
IBM Test-Drive social tile 1

Share the Test-Drive offering on your Social Media.



IBM Test Drive social tile 2 (ibm.biz/flashoffer)

Share the Test-Drive offering on your Social Media.



IBM Test Drive social tile 3 (ibm.biz/flashoffer blue)

Share the Test-Drive offering on your Social Media.

Download the assets here: <https://www.bpstoragezone.com/test-drive>

What is it?

FlashSystem 5035 & F5200 Encryption Upgrade promotion for IBM FS clients!

Clients to benefit from ability to turn encryption of data at-rest "ON" - at no charge!

Eligible products:

FS5035, FS5200;
in all of EMEA

How does it work?

Following the normal ordering procedure.

This promotion is RPQ-based and must be using e-config.

Every of those deals placed **between July 1st and Dec.31st, 2022** can get the respective encryption keys upgrade **- at no cost!**

Terms & conditions apply;
RPQ live by July 12

IBM | Storage



Why?

Data is the new gold. Secure it. IBM's FlashSystem Storage and Spectrum Virtualize Data Services can protect your data and help keep your business running smoothly.

When?

Promotion begins on July 1st and runs through December 31st, 2022

Who qualifies?

All clients who purchase a brand-new IBM FlashSystem 5035 or 5200. This is a global promotion, available across all geographies*

How?

Ability to enable data-at-rest encryption. Available in the IBM eConfig tool with an RPQ**. \$0 cost***.

Learn more at: <https://ibm.biz/BdPrZN>

* The following countries are excluded from this promotion: Armenia, Belarus, Kazakhstan, and Kyrgyzstan.
** RPQ#: 651905 for the 5200, RPQ#: 651906 for the 5035. RPQ's will be available July 12, 2022
*** USB Key or IBM Security Guardium Key Lifecycle Manager (SKLM) sold separately.

What is it?

2Q22 FlashSystem Stretch Deal Closing Promotion for IBM System Storage Resellers!

Close your IBM FlashSystem UPSIDE-deal **NOW** and **extra GET 8% upfront!** (as adder on VS QuickPrice)

Eligible products:

for Europe + MEA:
FS7300, FS9500

How does it work?

Nominate your relevant FlashSystem Value Seller stretch deals comprising eligible products.

The IBM Storage Market Sales Leader will validate and needs to **APPROVE** these deals.

Every of those approved deals shipped **between July 1st and Sept. 30th** will get the respective **extra 8% VS QuickPrice adder!**



„A better way to GROW“

IBM FlashSystem special offer for New Clients in 2022



Need **MORE** storage capacity?

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

Now extended till Dec.31st 2022!

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

WAIT

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**

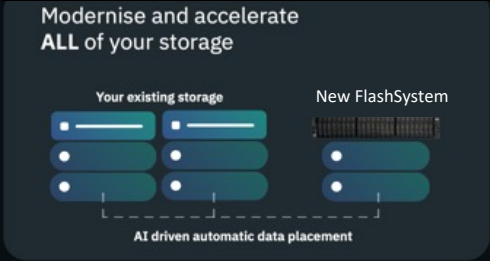
Qualifying Conditions

FlashSystem Model	SVC Condition	Min. FCM Drives	Number of Non-IBM Systems Eligible	Duration of Virtualization Enabled	Promo Code	Warranty/Maint Terms
9500	No SVC Installed	8	3	3 Years	9500VIRT	Machine Type 9848 (3yrs Warranty)
7300		8	2		7300VIRT	Machine Type 2076 (3yrs Warranty)
5200		3	1		5200VIRT	Machine Type 4662 (With Min. 3yrs Expert Care Basic)

Supercharge your upgrade...

- Accelerate applications
- Maximise existing storage investments
- AI driven data placement across all storage
- Simplify storage management
- Ease any required data migration

Buy an IBM FlashSystem 5200, 7300 or 9500 and virtualize existing storage at no additional cost.* Benefit from increased capacity and performance within a new, optimised single pool of storage



„A better way to GROW“ IBM FlashSystem special offer for New Clients in 2022

Now extended till
Dec.31st 2022!



Act now! Provide non-IBM clients with a Better Way to Grow.
Modernise & utilize existing storage assets. Offer expires Dec.31st, 2022.

Clients with installed competitive storage in the middle of its life may be looking for additional capacity.

1. They could buy capacity from their existing vendor, but they'd find ...
 - Short write-off period and increase in maintenance cost
 - No performance or application improvement
 - Vendor “lock-in” not delivering lowest price per TB
2. They could buy a whole new storage system, but...
 - They'd face the disruption of application and data migration
 - Management complexity of additional arrays leading to islands of data
3. Or they could take advantage of the “**IBM Better Way to GROW**” special offer.

“A better way to GROW” - Client Value

IBM FlashSystem 9500/7300/5200 provides the additional capacity you need, with the extra value of leveraging your existing non-IBM storage assets, simplifying management, easing data migration, and accelerating performance for the next 3 years **at no additional cost.**

More details & infographic downloads available here: [SEISMIC link](#)
(also available in German/Russian/Czech/Polish/Italian/Spanish/French)



Also check the new intro video (1:36min) for more info ...

[Link to IBM Mediacenter](#)

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

WAIT

A better way to GROW

Supercharge your upgrade...

- ✓ Accelerate applications
- ✓ Maximize existing storage investments
- ✓ AI driven data placement across all storage
- ✓ Simplify storage management
- ✓ Ease any required data migration

Modernise and accelerate **ALL** of your storage

Add an IBM FlashSystem and virtualise your existing storage at no additional cost.* Now benefit from increased capacity and performance within a new, optimized single pool of storage.

Your existing storage | New FlashSystem Ultra Pure Drive

All drive workload data placement

*Terms and conditions apply to this offer.

IBM



2022 Know Your IBM (KYI) BP Incentive Program Overview



Individual reward offering designed to assist with Business Partner GROWTH by building skills leading to greater sales

[Announcement Letter](#)

KYI URL : www.ibm.com/partnerworld/knowyouribm

KYI Support Team : service@kyirewards.com

KYI Terms and Conditions <https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/annletter/ZWWW2001AWWEN>

KYI Eligible Product List: https://www.ibm.com/partnerworld/page/pw_ast_iitwi-eligible-product-list

KYI-program intro presentation (recorded session): <https://ibm.box.com/v/KNOW-YOUR-IBM-DEMO-2022>

2022 Know Your IBM BP Incentive Program Overview

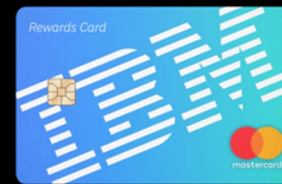


Learn & Earn



- Individual Business Partners Sales and Technical representatives can earn valuable KYI reward points for completion of select learning activities
- Learning activities are focused on skills required for partner competencies
- KYI reward points are redeemable for merchandise and gift vouchers on the rewards catalogue
- Available in North America, Latin America, Europe

Sell & Earn “INIT2WINIT”



- The sales incentives are focused on driving strategic priorities around our Systems brand
- Individual Business Partner Sales and Technical representatives can earn valuable reward points for selling qualifying products
- All sales reward points are applied to your personalized ‘IBM Rewards Card’ that can be used at millions of retailers globally
- Check local terms and conditions for individual earnings caps

KYI Learn & Earn: Rewards Catalogue



Individuals participating in 'Learn & Earn' have an option to select from a wide range of hand-picked items, electronic gadgets, homeware, store vouchers and experiences available under the 'Rewards' tab.

If you still can't find something appealing then you can submit a request on our VIP concierge service where you can request a specific reward (subject to T&C's) and KYI's team of professional shoppers will locate and fulfil it for you.

KYI Sell & Earn: Storage INIT2WINIT

#IBMFlash4Good

IBM Storage is continuing to donate to COVID-19 relief for each NEW FlashSystem box sold through 2022



Distributor Sellers can Earn \$50 USD

On FS5015, FS5035,
FS5200



 **EARN DOUBLE
REWARDS** through
Full Year 2022

[Announcement Letter](#)

Business Partner firms who are Government Owned Entity (GOE) are not eligible to participate in the program & Sales to a Government Owned Entity (GOE) end user are not eligible. For GOE definition and appeal process, visit <https://www.ibm.com/partnerworld/resources/manage/government-owned-entity-definition>

Earn

IBM Storage Sales Incentive


**USD 250 /
Box or
every USD
10,000
Storage
Software**

- **FS5015 / FS5035**
- **FlashSystem Storage as a Service** (STaaS Tier 4/Balanced) 
- **Storage Software**
IBM Spectrum Virtualize; IBM Spectrum Virtualize for Public Cloud; IBM Spectrum Storage Suite for IBM Cloud Paks; IBM Storage Insights Pro; IBM Spectrum Scale; IBM Spectrum Discover; IBM Spectrum CDM; or combination, IBM Fusion SDS


**USD 500 /
Box**

- **FS5200**
- **FlashSystem Storage as a Service** (STaaS Tier 3/Balanced) 

**USD 1,000 /
Box**

- **FS7200** (Expires 03/31/2022)
- **New FS7300**
- **ESS3200**
- **FlashSystem Storage as a Service** (STaaS Tier 2/Premium) 

**USD 1,500 /
Box**

- **FS9200** (Expires 03/31/2022)
- **NEW FS9500**
- **Spectrum Fusion HCI**
- **ESS5000**
- **FlashSystem Storage as a Service** (STaaS Tier 1/Extreme) 

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“IBM Race2CyberVault” – EMEA BP Sales Contest

Promotions & Incentives details



Additional programs

Important topics to know

2022 Systems DDE/demo - program



You want to buy your own demo array?
Check out your special BP demo conditions here ...



IBM Systems Hardware Demonstration Program Exhibit:

- Link to program: [https://www-356.ibm.com/partnerworld/wps/servlet/download/DownloadServlet?id=i5vZMyVfBXUiPCA\\$cnt&attachmentName=IBM_Systems_Hardware_Demo_Global_Program_Exhibit_IBM_Authorised_Resellers.pdf&token=MTY0ODE0MDM4MjI2Mg==&locale=en_ALL_ZZ](https://www-356.ibm.com/partnerworld/wps/servlet/download/DownloadServlet?id=i5vZMyVfBXUiPCA$cnt&attachmentName=IBM_Systems_Hardware_Demo_Global_Program_Exhibit_IBM_Authorised_Resellers.pdf&token=MTY0ODE0MDM4MjI2Mg==&locale=en_ALL_ZZ)
- Link to ValueSeller discount scheme for Europe: <https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/annletter/ZWEP7244ZEMEN>

IBM Storage Digital Platform

Invest in Data. Save on Storage.

Powerful. Secure.
Affordable.
Cutting-edge IBM
FlashSystem.



Getting to the right solution faster and through a simplified process is exactly what organizations need, especially under the current circumstances.

And this is what we are doing with our European **Storage digital platform**, which was launched in May 2021(as pilot) to promote our IBM FlashSystem 5000 products and address a \$25B market with massive opportunity growth.

IBM Business Partners can find **translated editable assets on StorageZone**.

ibm.biz/flashoffer



Presence in EMEA countries

- Austria: <https://ibm.biz/BdPR7v>
- Benelux: <https://ibm.biz/BdPR7m>
- Czech Republic: <https://ibm.biz/BdPR7K>
- Denmark: <https://ibm.biz/BdPR7a>
- Egypt: <https://ibm.biz/BdPR7G>
- Finland: <https://ibm.biz/BdPR7e>
- France: <https://ibm.biz/BdPR7b>
- Germany: <https://ibm.biz/BdPR7p>
- Ireland: <https://ibm.biz/BdPR78>
- Israel: <https://ibm.biz/BdPR7g>
- Italy: <https://ibm.biz/BdPR7h>
- Kenya: <https://ibm.biz/BdPR7V>
- Morocco: <https://ibm.biz/BdPR7A>
- Netherlands: <https://ibm.biz/BdPR7u>
- Norway: <https://ibm.biz/BdPR7L>
- Qatar: <https://ibm.biz/BdPR79>
- South Africa: <https://ibm.biz/BdPR7C>
- Spain: <https://ibm.biz/BdPR7Q>
- Sweden: <https://ibm.biz/BdPR73>
- Switzerland (DE): <https://ibm.biz/BdPR7T>
- Switzerland (FR): <https://ibm.biz/BdPR7w>
- United Kingdom: <https://ibm.biz/BdPR76>

IBM Storage Digital Platform

Invest in Data. Save on Storage.

PRICE MATCH

If customers have a lower price proposal for a system that is similar to any of the IBM FlashSystem 5000 products,

IBM will offer the same price for the corresponding IBM FlashSystem 5000 configuration*.

On the platform clients can see configurations, transparent prices, choose between the multiple payment plans available, and take advantage of some exciting new offers.

IBM Business Partners can find **editable and translated assets on StorageZone** and how-to submit for a price match guide.

**conditions may apply; currently available in all SDP countries - except Israel*

NEW Marketing Campaign with ready-to-use assets available in MyDM [here](#)

ibm.biz/flashoffer

IBM FlashSystem®

Better Way to Grow your capability

Check out our prices →



IBM FlashSystem®

Better Way to Grow your capability

Check out our prices →



IBM

Simplify data management with smarter, affordable storage!



Storage Suite Starter for Cloud Paks

IBM Storage Suite for Cloud Paks is the recommended storage solution for ALL Cloud Paks



Seed IBM Storage and Red Hat OpenShift Container Storage to enable successful Cloud Pak deployments



Position Storage Suite for Cloud Paks in Cloud Pak sales opportunities as the preferred and validated storage option




Strengthen IBM's positioning as a one-stop-shop, offering end-to-end solution from Cloud Paks to Storage


Hover over each box in the red rectangle on the right for the links!

Cloud Pak for Watson AI Ops & MCM	Cloud Pak for Data	Cloud Pak for Integration	Cloud Pak for Business Automation	Cloud Pak for Network Automation	Cloud Pak for Security
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IBM Storage Suite for IBM Cloud Paks




IBM Spectrum Scale




IBM Spectrum Discover




Red Hat OpenShift Data Foundation



IBM Spectrum Virtualize



IBM Cloud Object Storage



Red Hat Ceph Storage

What's included?

- Included free-of-charge software-defined storage for Cloud Pak deployments
 - Up to 12 TB usable of Red Hat OpenShift Data Foundation
 - Up to 12 TB usable across IBM Spectrum Scale and IBM Spectrum Virtualize for Public Cloud
 - IBM Spectrum Discover can manage 12 TB
 - IBM Cloud Object Storage NOT included in the Storage Suite Starter
 - Cloud Pak for Data and Cloud Pak for Integration also include 4TBs of Spectrum Protect Plus beginning June 30, 2021
- Fully supported by IBM in production environments (Level 1 and Level 2)
- Time limit: 36 months

Take the cyber resiliency assessment today



Based on the NIST Security Framework, the Storage Cyber Resiliency Assessment Tool (CRAT) provides a bridge mechanism to evaluate the current data protection state of your organization, identify gaps, strengths, weaknesses, and provides recommendations to build an effective cyber resiliency plan.

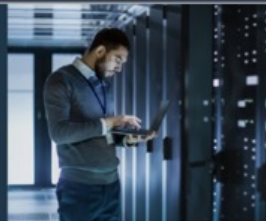
[CRAT on Seismic](#)



Storage Cyber Resiliency & Disaster Recovery Assessment Report

IBM Security & Resilience

January 5, 2021



Overview

IBM is pleased to present a report based on our findings from the IBM Storage Cyber Resiliency & Disaster Recovery Assessment workshop that took place with the Customer team on December 9th, 2018. It is understood that an effective cybersecurity resiliency program must be grounded in effective systems and processes that provide valuable insight into information and events that occur within an environment and provide the confidence for an orchestrated storage resiliency process in order to not disrupt Customer's business continuity objectives. By evaluating the current cybersecurity and resiliency environment, the organization has specific recommendations designed to help increase the value of the solution and services in its environment and meet RTO and RPO requirements.

Additionally, Customer will be able to help deliver faster return on investment and higher operational productivity by leveraging time-tested practices and updates to product features and resiliency functions. It will be able to help decrease errors and inconsistency through the implementation of the incremental recommendations we have provided in this document.

Executive summary

Based on the information gathered during our initial reviews within IBM during Q4 2019 as well as the assessment workshop in Berlin (held on December 9th), Customer has realized great value from its investment in cyber resiliency and is generally on par with other customers that IBM has worked with. However, there are several areas where Customer has exposure to risk resulting in unacceptable data loss or corruption and where more value can be realized.

Customer has many IT service providers of which IBM is a significant partner. Of the many environments considered and reviewed for this assessment, we have taken an enterprise-wide

Performance in the environment is satisfactory, though Customer recognizes that the organization is one cyber breach away from severely impacting business continuity. Customer senior management must understand that risk is the new normal. Being a digital enterprise in 2020 incurs significant risk and Cyber Resiliency (protection, data auditing and recovery) is now an absolute part of the cost of doing business.

Additionally, IBM feels that Customer would benefit from the use of Spectrums Insights to measure different performance and capacity areas in order to drive them toward strong outcomes.

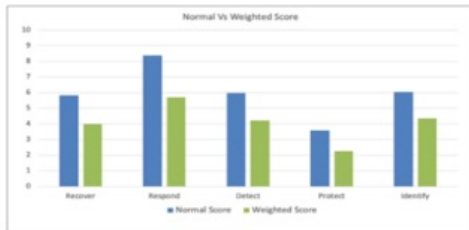
Cyber resiliency should be viewed as a dynamic and ever-evolving practice that requires continuous improvement and focus. With the continued expansion of the threat landscape and pace of technology change, it is imperative that organizations consistently take inventory of how they are doing and where they need to be evolving.

Please review the Recommendation Section for our roadmap, which, if followed, will improve functionality and increase the value realized from implementing resiliency and disaster recovery best practices and solutions. Establishing a mature cyber security and resiliency plan will enable a more proactive approach in detecting, identifying, and protecting their environments, as well as their ability to respond and recover quickly.



Executive Summary – Normal Vs Weighted Score

The graph in the table below references the score earned compared to a weighted score based on the answers to the assessment and each of the questions importance.



Value summary dashboard

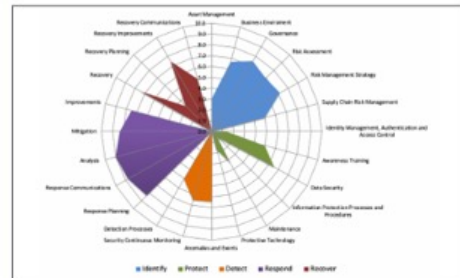
Executive Summary – Summary View

The numbers in the table reference the current overall maturity level on each of the assessment's categories.

	Your score	Maturity Level
Total score	5.96	Practicing
Identify		
	Your score	Maturity Level
Asset Management	3	Developing
Business Environment	6.7	Practicing
Governance	7.5	Practicing
Risk Assessment	4.9	Defined
Risk Management Strategy	7.1	Defined
Supply Chain Risk Management	5	Developing
Protect		
	Your score	Maturity Level
Identity Management, Authentication and Access Control	1.4	Initial
Awareness Training	5.0	Developing
Data Security	6.5	Practicing
Information Protection Processes and Procedures	3.7	Initial
Maintenance	0.3	Developing
Protective Technology	1.7	Initial
Detect		
	Your score	Maturity Level
Anomalies and Events	6.4	Practicing
Security Continuous Monitoring	6.5	Practicing
Defenses (Networks)	5.0	Developing
Respond		
	Your score	Maturity Level
Response Planning	8.3	Mature
Response Communications	8.8	Mature
Analysis	9.0	Mature
Mitigation	8.3	Mature
Improvements	7.5	Practicing
Recover		
	Your score	Maturity Level
Recovery	5.03	Practicing
Recovery Planning	7.5	Practicing
Recovery Improvements	7.5	Practicing
Recovery Communications	5.0	Developing

Executive Summary – Maturity Level Graphs

The graphics in the table reference the current overall maturity level scores on each of the assessment's categories.



Executive Summary – Normal Vs Weighted Score

The graph in the table represents the comparison between the score earned compared to a weighted score based on the answers to the assessment and each of the questions importance.



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

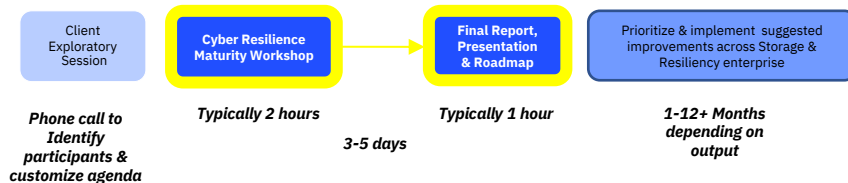
Client Outcomes:

- 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



IBM Spectrum Protect Health Check (CSA) - overview

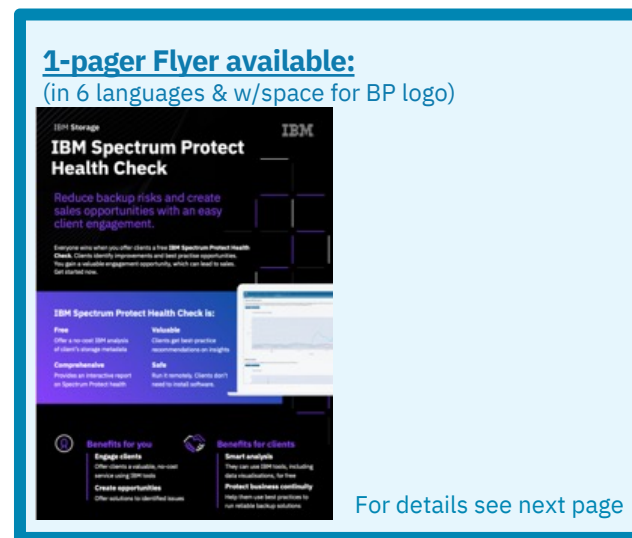
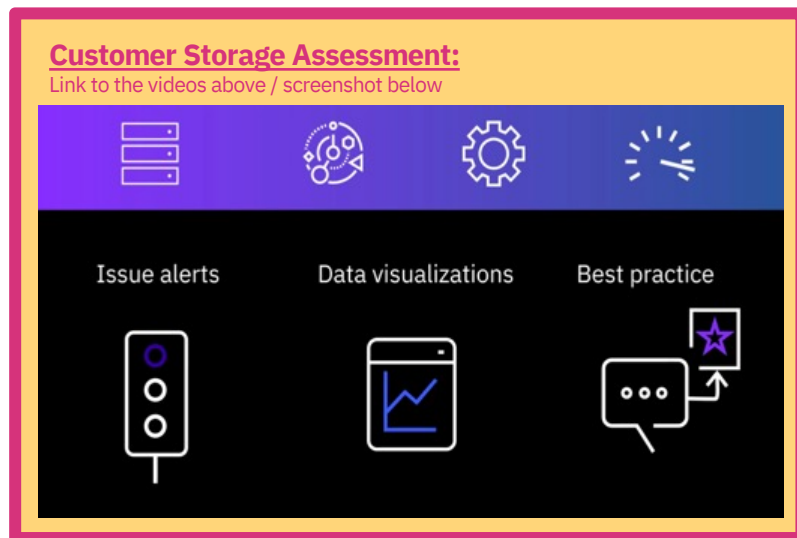
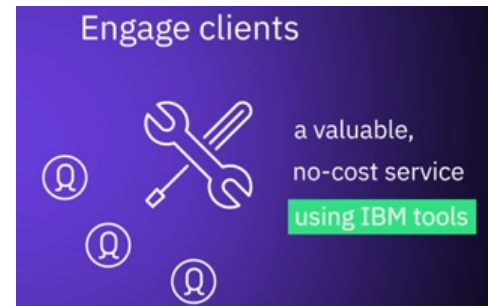


This is a walk through how to use this offer:

“Offers you as a Business Partner an insight into **the CSA tool** by taking you through **all the necessary steps!**”

For BP-details (video for BPs and also client-facing video for download):
<https://www.bpstoragezone.com/sphc>

Videos are available with and without transcripts



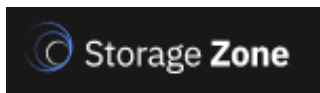
IBM Spectrum Protect Health Check (CSA) - collateral



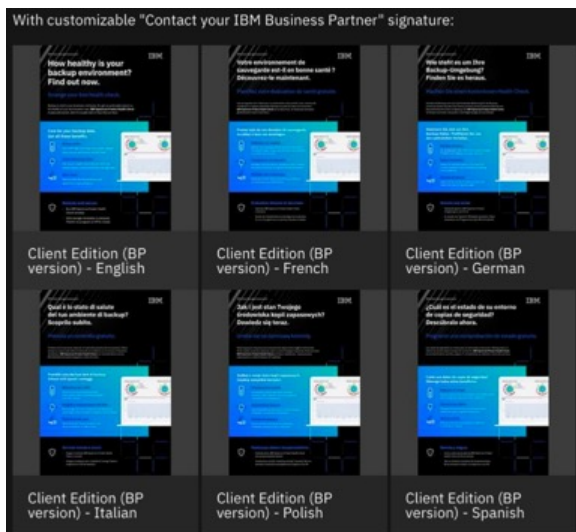
Collateral for marketing purposes (e.g. customizable flyers, tool overview, etc.):

– available in English, German, French, Spanish, Italian & Polish

Downloads available here:



<https://www.bpstoragezone.com/sphc/marketing-assets>



IBM Storage

IBM

IBM Spectrum Protect Health Check

Reduce backup risks and create sales opportunities with an easy client engagement.

Everyone wins when you offer clients a free IBM Spectrum Protect Health Check. Clients identify improvements and best practise opportunities. You gain a valuable engagement opportunity, which can lead to sales. Get started now.

IBM Spectrum Protect Health Check is:

- Free**
Offer a no-cost IBM analysis of client's storage metadata
- Valuable**
Clients get best-practice recommendations on insights
- Comprehensive**
Provides an interactive report on Spectrum Protect health
- Safe**
Run it remotely. Clients don't need to install software.

Benefits for you

- Engage clients**
Offer clients a valuable, no-cost service using IBM tools
- Create opportunities**
Offer solutions to identified issues

Benefits for clients

- Smart analysis**
They can use IBM tools, including data visualisations, for free
- Protect business continuity**
Help them use best practices to run reliable backup solutions

English-version

Content & structure of document

Promotions & Incentives Summary

“IBM Race2CyberVault” – EMEA BP Sales Contest

Promotions & Incentives details

Additional programs



Important topics to know

IBM BP Storage Zone

our BP community portal for EMEA



PLUS:

IBM PartnerWorld

incl. weekly newsletter,
Promotion & Incentive details
(incl. PLETs & amendments)

[PW link](#)

IBM SEISMIC

[SEISMIC link](#)

IBM Storage Website

www.ibm.com/storage

EMEA BP Storage knowledge portal

- Single entry portal for EMEA Storage Business Partners
- Up-to-date content
- All EMEA incentives/promotions for Storage hardware and Storage software in one place
- Upcoming events for Business Partners
- Marketing assets for your BP usage
- Useful links with EMEA related content
- Bi-Weekly newsletters (if opted in)
- And much more

www.bpstoragezone.com

Single-sign-on available now with your IBM PartnerWorld credentials

Storage Zone | Major Announcements | Programs and Promotions | Modern Data Protection News | Webinars and Events | IBM Global Financing | Library | BP Power Zone

Hello!

Welcome to the BP Storage Zone.

Discover the latest webinars, marketing and sales assets for the IBM Storage Systems and Software portfolio plus the fantastic IBM Storage promotions and incentives.

IBM Storage for Hybrid Cloud

Storage Expert Care Reduction on New FlashSystem 7300 & 9500

Find more about the cost reduction of Storage Expert Care when sold on a new FlashSystem 7300 & 9500 to help Business Partners close their Q1 deals.

IBM FlashSystem family

IBM FlashSystem family ebooks available now

Promotion

Start your engines and get ready for IBM Race2CyberVault

Data Resilience with Flash

Redefining Cyber Resilience with IBM FlashSystem storage

Learn more about new IBM technologies designed to help reduce cyber attack recovery times from days to hours and new IBM FlashSystem storage products which provide the performance to deploy cyber resilience tools without compromising application capability.

Promotion

Become a Data Defender with StorageSTRONG

Register now for the latest seller engagement program #StorageSTRONG from Broadcom starting on 28th February 2022 - available for Business Partners and IBMers across EMEA. Download the app, challenge your peers, earn a lot of points and win some fantastic prizes!

Promotion

IBM FlashSystem Test-Drive (POC) Incentive

IBM Business Partner Resellers can earn a brand new Apple iPhone 13 or a Samsung Galaxy S21 as a reward for selling an IBM FlashSystem 5200, 7200 or 9200 array having conducted a successful Test-Drive.

Promotion

Test-Drive the latest IBM Storage Systems

Newsletter

Sign up to the MDPP newsletter

IBM Storage for Data and AI

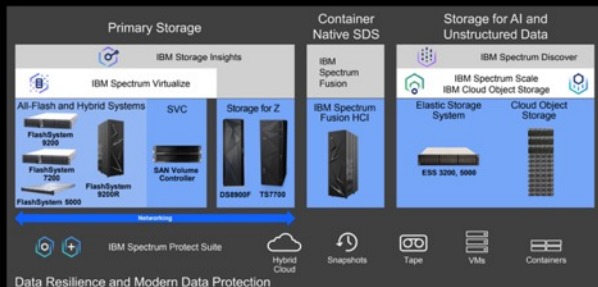
IBM ESS 3200 and Spectrum Fusion

IBM Storage Assets



The latest IBM Storage product photos, graphics, pictograms, symbols, etc. are available in the [BP Zone library](#)
OR here <https://www.ibm.com/brand/systems/it-infrastructure/expression/graphics/>

IBM Award-Winning Storage Portfolio Driving Hybrid Cloud and Container Deployments



IBM Sales enablement & skills portals



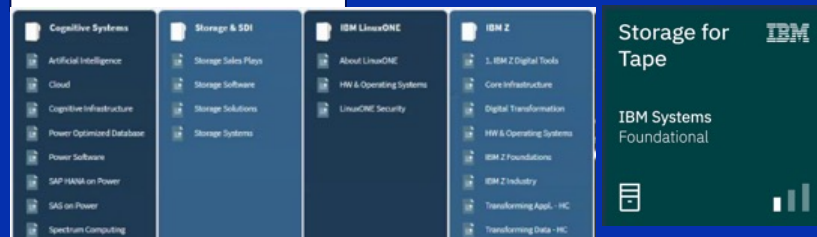
IBM sales enablement platform that equips you with the right information, content, and tools to accelerate deals.

- Replaces SmartSeller
- For IBM and Business Partner sellers

Collections for:

- ✓ Launches and announcements
- ✓ Solutions
- ✓ Products
- ✓ Education – **BP Storage Badges**

Welcome to Seismic



Welcome to IBM Training

IBM Training offers you the ability to earn credentials to demonstrate your expertise. It is designed to validate your skills and capability to perform role-related tasks and activities at a specified level of competence.

Simplified approach:

- One stop shop to consume, manage and track learning activities

Personalized learning

- Business Partner Member home page
- My Learning dashboard

Faster time to learn

- Learning Paths based on job roles to earn meaningful credentials

www.ibm.com/training/storage

www.ibm.com/training/competencies



Start here with free training →



Take a class →



Start a path or collection →



Earn a Credential →

2022 Sell Engage, Sell Expand and Sell Competency Co-Marketing

Build your lead generation engine with Co-Marketing

Co-Marketing helps fund your marketing campaigns



Sample eligible expenses



[Learn more](#)

Sell Co-Marketing offerings

	Sell Engage	Sell Expand	Sell Competency
Audience	Partners new to selling IBM software and hardware products, and ready to drive demand, generate opportunities and win revenue	Partners growing their sell relationship with IBM and on track to achieving a Sell Competency	Partners who achieve a Sell Competency
Eligibility	An active resell BPA OR a CMR agreement AND No IBM revenue and no Co-Marketing usage in 2020 or 2021	An active resell BPA OR a CMR agreement AND >=50% achieved toward at least 1 Sell Competency	Achieve a PartnerWorld Sell Competency AND An active BPA to resell IBM Software and/or Hardware products
% IBM Funding	100%	50%	100%
Action	Check eligibility with your local Co-Marketing focal	Visit your PartnerWorld Console to track your progress for Competency achievement Check eligibility with your local Co-Marketing focal	Visit your PartnerWorld Console to track your progress for Competency achievement Check eligibility with your local Co-Marketing focal
Learn more	Sell Engage	Sell Expand	Sell Competency

IBM MyDigitalMarketing Ecosystem Campaign Content Tool



With IBM My Digital Marketing you can:

- Reach your audience faster
- Increase demand and generate leads
- Use analytics to track responses
- Fine-tune your tactics for the best results
- Use Event-in-a-Box templates to create, run and manage events

www.mydmportal.com

	Ready	IBM Storage Content in MyDM	
Campaigns	NEW	Cyber Resilience with IBM FlashSystem	link
	Updated	IBM FlashSystem for Cyber and Data Protection Collection	link
	Now	Achieve Resilience with Data Protection	link
	Now	Storage for Data and AI	link
	Now	Storage and SAP Hana	link
	Now	IBM FlashSystem Family	link
	June	FlashSystem for Mid-Market	link
	Now	Spectrum Protect Health Check collection	link
	Now	Client Storage Assessment for Data Resilience collection	link
	New!	ESS 3200 Collection	link
	Now	Storage Insights Pro collection	link
	New!	Spectrum Fusion HCI collection	link
Events	Now	Storage for SAP HANA event in a box	link
	Now	Storage for Modern Data Protection event in a box	link
Other Campaigns	Ongoing	Localized and Geo versions of campaigns and collections	

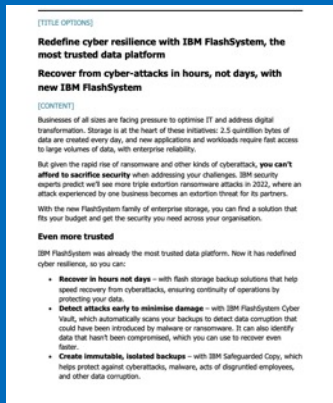
Campaign ready-to-use assets (not only) for SDP promotion



Paid social: LinkedIn & Twitter



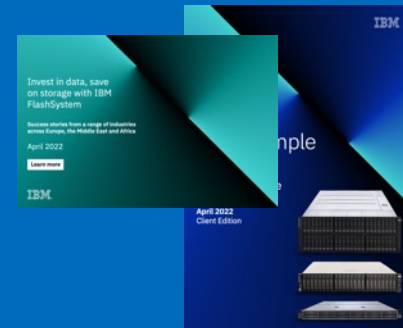
Blog/email



Video



eBooks



Tagged BP URL



- Available language versions: **ENG, FR, IT, DE, ES, PL**
- Videos also available in: **DK & NO**
- Assets are editable

LINK to these assets

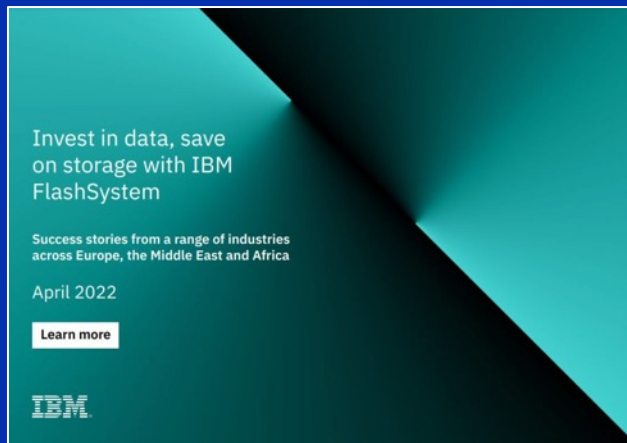
Soon to be available in MyDM as well (in progress)

IBM FlashSystem client success stories eBook



Check out the latest and greatest summary of FlashSystem client success stories – now captured in form of a new eBook, sorted by industry and comprising in total 36 pages.

For your usage in client-facing situations as well as for your Marketing campaigns usage.




Invest in data, save on storage with IBM FlashSystem

Success stories from a range of industries across Europe, the Middle East and Africa

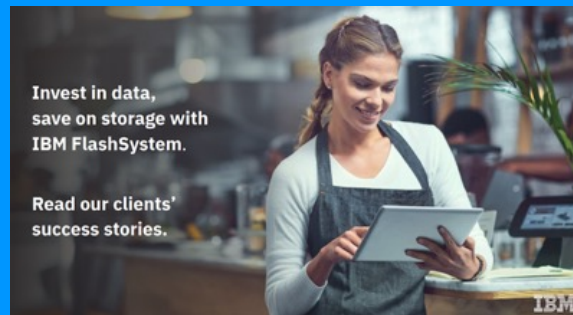
April 2022

[Learn more](#)




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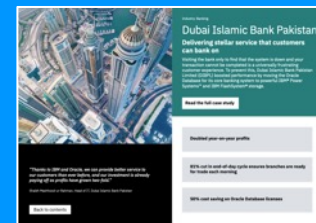
Invest in data, save on storage with IBM FlashSystem.

Read our clients' success stories.



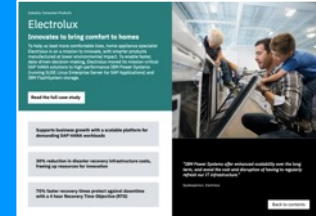
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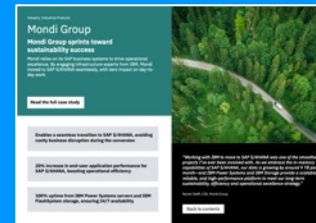
Electrolux
Delivers to bring comfort to homes

Read the full case study



Halli AG and Citynet
Keeps water, electricity, connectivity and innovation flowing

Read the full case study



Mondli Group
Mondli Group spirits toward sustainability success

Read the full case study

IBM FlashSystem eBooks & Product Tour

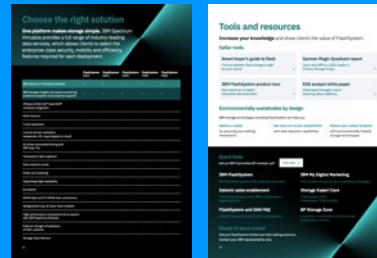


Whether you are introducing the FlashSystem solution or continuing a previously started conversation, the eBook collection can guide your discussion no matter where your entry point begins.

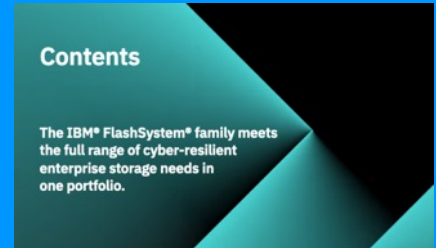
Check out the collection:

- **New FlashSystem family ebook** translated in 6 languages, available in BP- and client version*
- **FlashSystem Product Tour**
- **Storage 3D Tour**

*ask for the editable format



bpstoragezone.com



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IBM Storage EMEA Social kit

The **Storage Social kit** includes various assets, relevant customer case studies, visuals

1. Select, personalize and share on social media
2. Create and amplify locally relevant content
3. Get your team to amplify your efforts – share your posts with your colleague and kindly request them to like/comment/share

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

WAIT

Storage Made Simple for Hybrid Cloud

- 1 PLATFORM
- 1 CLIENT EXPERIENCE
- 3 ENTERPRISE CHOICES
 - Entry Level
 - Mid-Range
 - High-End

Campaign available in StorageZone [here](#)

Software-Defined Storage
dummies

- Control storage costs
- Enable hybrid cloud
- Simplify storage management

The smart buyer's guide to flash

Find out whether flash storage is right for your business



Smarter, cloud-ready, affordable storage.

Check out our store →

Gartner

Magic Quadrant for Primary Storage Arrays

Published 30 November 2020 • ID G00456989 • 29 min read

The next generation of primary storage arrays continues to be shaped by NVMe, AIOPs, public cloud integration and alternative consumption models. I&O leaders must view future primary storage array investments as foundational to digital business transformation.

Invest in data, save on storage with IBM FlashSystem

These companies experienced the transformative effects of deploying IBM® FlashSystem® storage

"We expect that IBM Storage will offer between 10 and 20 times the 20Ps performance of our previous infrastructure. Our customers will notice a big impact on response times."
— Michael van Doorn, Columbus, TM Solutions

IBM FlashSystem Family

Storage, Made Simple

for Hybrid Cloud

March 2021 Client Edition

WW Social Kit for IBM Storage



- Social Tiles for: **IBM FlashSystem, IBM Storage as-a-Service, IBM Spectrum Protect** (more to come)
- Social Assets available for both **LinkedIn** and **Twitter**
- Texts in multiple languages: **English, Spanish, Portuguese, Italian, German and French** (coming soon)



WW Storage Social Tiles Kit Box Link: <https://ibm.box.com/s/8s8ry0d6lex6pio992by07gzls318bkd>

Storage Video Shorts Catalogue: <https://ibm.box.com/s/wlm8wz6o2s0b3g5etqru2g925kp4ewmj>
<https://www.youtube.com/playlist?list=PLzEeqq1z2ddcj24qbguiPWBSgzd952QG>



IBM FlashWatch guarantee

Get peace of mind

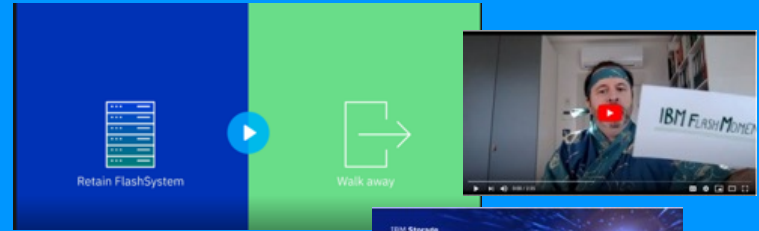
IBM FlashSystem family storage accelerates your workloads with guaranteed results

A comprehensive suite of flash storage guarantee programs that gives you the confidence to purchase, own, and upgrade your IBM Storage.

Check [BPStorageZone](#) for video, 1pager-flyers in multiple languages and social tiles on Flash Momentum.

Check this website for details, an overview deck and this infographic

<https://www.ibm.com/it-infrastructure/storage/guarantee>



<https://youtu.be/65qm82SCq6s>



What is IBM FlashWatch?
Peace of Mind Made Simple

OPERATION

- FLASH ENDURANCE**: IBM Storage Insights included at no extra cost to proactively manage your environment.
- COMPREHENSIVE CARE**: IBM Technical Support, enhanced response times & managed work capabilities.

MIGRATION

- IBM FLASH MOMENTUM**: Refresh your controller & storage after 3 years with full flexibility, with no migration, no downtime and no lock-in.
- CLOUD-LIKE PRICING**: IBM Storage 200Y pricing flex monthly payments for just the storage you use.

PREDICTABLE PRICING: Clear on-line requirement of your controller & storage of same monthly price at time.

NO LOCK-IN: Full flexibility to upgrade, downgrade or walk away.

NO COST MIGRATION: NO DATA no cost data migration from over 500 storage controllers, IBM and non-IBM.

ALL INCLUSIVE LICENSING: IBM Spectrum Protect licenses included in storage cost for external storage.

99.9999% AVAILABILITY GUARANTEE & Optional 100% data availability with PaperTap when available by IBM Cloud Services.

UP TO 5x DATA REDUCTION GUARANTEE* Express guarantee 2:1 data reduction.

It's the confidence to purchase, own and upgrade your IBM Storage.

IBM Storage

IBM Flash Momentum

Meet all your data storage needs with one simple, monthly cost with **IBM FlashSystem**.

Flash Momentum is a new, fully flexible offering from IBM that refreshes your system after 3 years with no lock-in.

For the same monthly cost, or lower:

- No Cost Migration**: Planned for you or done when you want, with no downtime.
- Freedom of Choice**: Choose to walk up or down, under your terms, or walk away.
- Part of IBM FlashWatch**: IBM Flash Momentum is part of the world's greatest IBM Guarantee program, which IBM automatically refreshes and upgrades phases of your storage lineage with IBM FlashWatch.

Control your IBM expenditure on IBM Business Process for more information visit [ibm.com/flashmomentum](#)

Start your journey here >

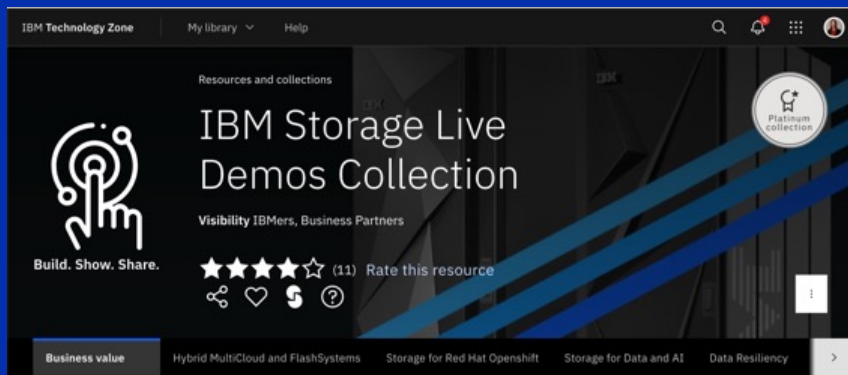
IBM

IBM TechZone

Your one-stop shop to build technical ‘Show Me’ demos that can be shared with your peers.

- Leverage [onboarding resources](#) for self-paced videos and documented runbooks
- Visit the [Storage live demos](#) page to access relevant demos you can use
- Visit the [Notifications page](#) to stay informed of new offerings, alerts, events, and announcements

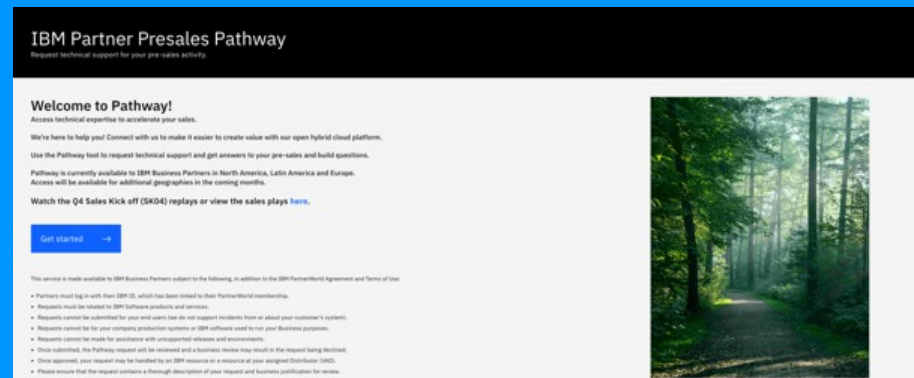
<https://techzone.ibm.com>



IBM Pathway

Access technical expertise to accelerate your sales. We're here to help you! Connect with us to make it easier to create value with our open hybrid cloud platform. Use the Pathway tool to request technical support and get answers to your pre-sales and build questions.

Use your PartnerWorld ID to sign-on to our web-based application and connect with IBM technical experts- <https://pathway.ibm.com/home/welcome>



IBM Storage Talks

Tune in. Amplify your knowledge. Be part of the conversation.



JOIN our monthly EMEA Storage BP webinar

- YOU define the topics covered
- Take place once a month
- Concise in 45 mins
- Max of 2 subjects delivered by key speakers
- Accessible to IBM Storage Resellers & VADs only

Join us in 2H for the next sessions

Catch up with 1H 2022 replays [here](#)

Tell us what you think.
Tell us what you want to hear.

Write us at welcome@bpstoragezone.com

IBM

Storage Talks

Tuesday June 21st 2022 – 11:00 CEST

Get up to speed with IBM Storage
Updates on Q2 announcements, marketing and accreditations

with speakers:

David Cremese Principal Storage Sales Manager, EMEA IBM Technology	Paolo Carnevale Baraglia IBM Storage Marketing Leader, EMEA	Sinead Hersey Advisory Sales Enablement and Skills Professional, EMEA Sales and Ecosystem Enablement, IBM
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Example from 2Q22...

Check out the upcoming sessions
and enroll [here](#) ...

EMEA Client Webinar supporting IBM STaaS relaunch in July



Speakers:



- Jeffrey Barnett – Program Director, IBM Storage as a Service



- Neil McGovern – Sales Leader, IBM Storage as a Service

Title: Discover ultimate flexibility with IBM Storage as a Service

Date/Time/Duration: July 19th - 4pm CET / 10am EST - 30-45 minutes max

Target Audience: End Users, BPs and IBMers

Posts ready to social amplify:

- LinkedIn: click [here](#)
- Twitter: click [here](#)



Abstract:

- The enterprise infrastructure market is seeing increased user interest in new, flexible consumption models that go beyond traditional capital expense purchases (CAPEX) or leases. Demand for as-a-service consumption of infrastructure resources is growing. These investments span across dedicated and private cloud environments as expansion of hybrid and multicloud deployments continues.
- In this webinar you will learn how IBM Storage as a Service can deliver the agility & flexibility your business needs, with a super-low 12 month commitment, Pay-Per-Use and All-You-Can-Eat unlimited capacity. Our offering, designed to maximize operating expense (OPEX), gives all the flexible benefits of cloud but with the security, control & performance only an on-premise solution can guarantee.

Webinar Registration Pages/Links:

- IBM Webinar Registration Web Page: click [here](#) (it's included and promoted in the IBM [IT Solutions Webinars](#) portal)
- ON24 Registration Link: click [here](#)
- The webinar will remain available on demand through sales links.

Social Tiles to use for social promotion (in multiple languages!):

- New IBM STaaS social tiles: <https://ibm.box.com/s/r0am3sc4s3c2b5hxvw62rk736wbwmv5l>

IBM STaaS Sales Kit
in Seismic: click [here](#)

Ready, Set, SKO!

IBM Sales Plays



The challenges for our customers are getting more complicated and critical than ever before. Leveraging technology to solve business problems is no longer an option – it is a necessity. As business leaders strategise their path to success, taking advantage of technology has become the basis for their competitive advantage.

IBM has Enhanced Sales Plays, Enablement Assets, and Technology Education- These have been updated in March 2022 and now include **Customer Need or Entry Point**

Welcome to IBM SKO 3 13th July, 10:00-13:00 CET

Let's overcome challenges together!

In this quarter's sales kick off, we continue on the path of using ongoing learning to drive growth.

Register today and join us for an agenda focused on:

- Establishing and nurturing good partnerships between IBM sellers and Business Partners
- Understanding the IBM Client Engagement Model (ICEM), the new IBM sales methodology
- Handling and overcoming objections
- Learning from your peers, with real stories from the field that you can use now

SKO3 will be a fully digital experience, open to IBM Business Partners worldwide. [Register](#) for a live stream near you!

Learn more and access the agenda:

<https://www.ibm.com/partnerworld/events/sko>

SAVE THE DATE
SKO 4- October 11th

Data Resilience
Sales Playbook

Last Line of Defense
Today - given the rise of new "military grade" cyber attacks - it's never been more important for your clients to protect their data.
Listen to how Flash Systems Answers the Call in a Turbulent World [click](#) - Your hostess for this expert panel discussion is Kelly Robinson, Vice President, IBM Storage Sales, IBM Technology Sales.
*****CALL TO ACTION*****
[Take these steps](#) today to set up your client's Last Line of Defense

What's New
Join the [Data Resilience Sales Play AMA](#) (IBM only) on June 7, 2022 at 11:00 am US ET to ask your questions and gain important seller insights, wins, and updates to help you prospect, progress, or close your Data Resilience in Q2!
The play at a glance...the "new reality" ***updated March 10, 2022*******
Ransomware and Extortionware attacks continue to be a major cyber threat to Continuity of Operations (COOP) across the globe that governments and organizations are experiencing. These attacks are increasing in sophistication with the employment of Military style or lower-level Military Grade level AI based malware and attack tradecraft.
Current best in class cyber defenses, systems and training employed by industry, organizations, critical infrastructure and non-military based government operations have been designed and tuned to operate against Commercial/Industrial grade and Military style cyber attacks. Military grade cyber attacks – up until this point – have not been seen as a credible threat, the new reality is that they could happen at any moment. As a result, current cyber defense will struggle to deal with this class of attacks which are designed to penetrate the most hardened defenses and perform destructive operations against data, applications and physical infrastructure.
In lieu of the current European crisis, the possibility of Military Grade cyber attack in the near future has increased dramatically. Your last line of defense is protection of data and applications through immutable data copies with IBM Safeguarded Copy and a cyber vault process, with the ability to provide rapid Recovery Time Objectives (RTO) that ensures COOP time frames for mission critical operations.
To help critical infrastructure organizations better prepare for and recover from both Ransomware-Extortionware and Military Grade attacks, we are announcing IBM FlashSystem Cyber Vault and associated support services – a new cyber resilient data storage solution that can shorten the time it takes for organizations to recover from weeks to hours. IBM is already working with industries that operate critical infrastructure and will expand this offering to other clients.

Prepare

- Get ready for game day! Watch the [Sales Play Huddle](#) | [Script](#)
- Gain relevant insight into current [market dynamics](#)
- Learn and leverage the elevator pitch | [video](#) | [script](#)
- Brush up on what the [competitor](#) is saying

Engage

- Get to know your [buyer](#)
- Launch your Sales Blitz with this [multi-touch campaign](#)
 - [Prospect directly with Sales Email Blast](#) (IBM only)
- Send these thought leadership assets:
 - [Cloud Security | Data Protection for Modern Environments | video](#)
 - | [Solve Cyber Resiliency Challenges with Storage](#)
- Find and connect with [IBM Business Partners](#)
- Engage the [Expert Labs](#) team
- Increase customer value with [Technology Support Services](#) and [IBM Systems Lab Services](#)
- Tag your opportunity in Sales Cloud with [Datafile](#)

Qualify

- Use this customer [presentation](#)
- Anticipate and overcome [objections](#)
- Share this customer [self assessment tool](#)

Design

- Include customer curiosity with these stories
 - [Americas](#) | [EMEA](#) | [APAC](#)
- Share a product [video](#)
- Deliver a full [demo](#) (IBM TechZone)

Propose, Negotiate, Close

- Take these steps to engage IBM Garage for [Modern Data Protection and Cyber Resiliency](#)

Key upcoming IBM events

Think

Think is all new in 2022!

We've reimagined our annual global conference as a roadshow of Think on Tour events and the Think Broadcast digital event for both business and technical audiences! Think events begin May 9 and continue through Q3.



Watch Think Broadcast on demand [now](#)

Learn more on [Seismic](#)

When available Think 2023 dates will be published here:

<https://www.ibm.com/events/think>



IBM Local Think Events in 2HY22

- **Think** Rome- Sept. 14th

[Find out more](#)

- **Think** London- Technology Day- Sept. 15th

[Find out more](#)

- **Think** Pop up Stop Vienna- Sept. 16th- 23rd
- **Think** Pop up Stop Cologne- Oct. 17th- 25th

Key upcoming IBM events

- **5–7 July 2022 - IBM® ESCC IBM Spectrum® Scale Introduction and Administration Hands-on Training online**
Open to: DACH, Italy, and Northern Europe only.
Link to the event: <https://cvent.me/08k9Ym>
- **27–28 July 2022 - IBM® ESCC IBM Storage for Containers Introduction Hands-on Workshop**
Open to DACH, Italy, and Northern Europe only.
Link to the event: <https://cvent.me/Q3vMnv>

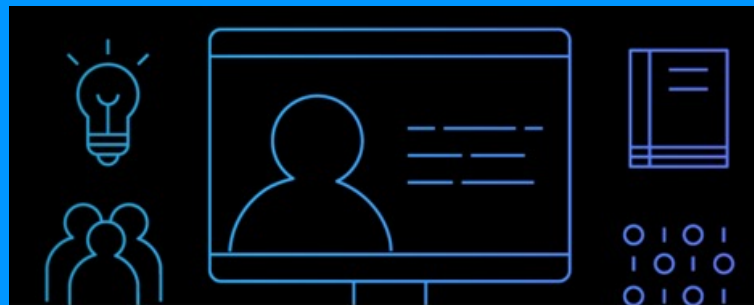
BP events calendar

<https://partnersevents.eu-gb.mybluemix.net>



IBM TechU talks

Webcast series



At no cost, webcasts series will cover key topics such as Hybrid Cloud, AI and Security on IBM Power, IBM Storage and IBM Z.

Upcoming topics

- [July 6, 2021 - Automation for Power Systems with Ansible](#)
- [July 13 - Storage for Data and AI at the Edge](#)
- [July 20 - Addressing logical corruption issues with IBM Z Cyber Vault](#)
- [August 3 - What's New in Db2 for i](#)

Catch up with the replays [here](#).

www.ibm.com/training/events/



**IBM Tech TV
is live!
Tune in
today**

IBM Storage Community

The online community where IBM Storage users meet, share, discuss and learn.

[Join / sign up](#)

[Join Global Storage Community](#)

Being part of a community means collaborating, sharing knowledge and supporting one another in our everyday challenges. Together, we can connect via forums, blogs, files and face-to-face networking to empower one another to put smart to work. Find your community ...

What's Hot

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Trending

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Join IBM Storage on Oct 27 for an Announcement You Can't Miss! Register here to learn more.

Join us for an important announcement about the latest innovations coming to IBM's award-winning storage portfolio. You'll discover how to ...

Join IBM Storage at VMworld 2020 Digital

VMWorld 2020 will be held online from Tuesday 9/29 - Thursday 10/1 Attend VMworld online and learn more about IBM Storage for VMware environments!
...

Learn How These Clients are Using IBM Storage

Please check out these latest client references from IBM Storage. View all case studies here . University of Birmingham Driving innovative ...

and more...

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