IBM Storage

3Q22 IBM Storage BP Ecosystem Promotions & Incentives

for EMEA geo

July 1st, 2022 – v1

Wolfgang Kugler

IBM Storage Systems Ecosystem leader – EMEA geo

Jochen Poetter

IBM Storage Software Ecosystem leader – EMEA geo

EVERYTHING AN IBM STORAGE BUSINESS PARTNER NEEDS TO KNOW IS IN THE ZONE
bpstoragezone.com

- IBM & BP confidential -

© 2022 IBM Corporation

3Q22 IBM Storage BP Ecosystem Promotions & Incentives

Content & structure of document

Promotions & Incentives Summary

IBM Race2CyberVault – EMEA BP Sales Contest

Promotions & Incentives details

Additional programs

Important topics to know

- IBM & BP confidential -

© 2022 IBM Corporation

3Q22 IBM Storage BP Ecosystem Promotions & Incentives Summary

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!“

„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)

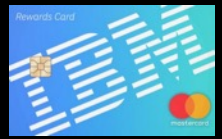
WIN fantastic prizes!

„Test-Drive“
BP seller incentive

Earn your new smartphone!
(Apple iPhone or Samsung Galaxy S21)

“KYI-INIT2WINIT”
2022 Storage

BP Seller
incentive program



Details: bpstoragezone.com

- IBM & BP confidential -

© 2022 IBM Corporation

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: ZWEM0217IEMEN	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

- IBM & BP confidential -

© 2022 IBM Corporation

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 3rd 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.

- IBM & BP confidential -

© 2022 IBM Corporation

3Q22 IBM Storage BP Ecosystem Promotions & Incentives

Content & structure of document

Promotions & Incentives Summary

“IBM Race2CyberVault” – EMEA BP Sales Contest

Promotions & Incentives details

Additional programs

Important topics to know

- IBM & BP confidential -

© 2022 IBM Corporation

IBM Storage

“Race2CyberVault”

EMEA BP Ecosystem Sales Contest

www.race2cybervault.com

- IBM & BP confidential -

© 2022 IBM Corporation

Only for registered BPs!

What is the "IBM Race2CyberVault"?

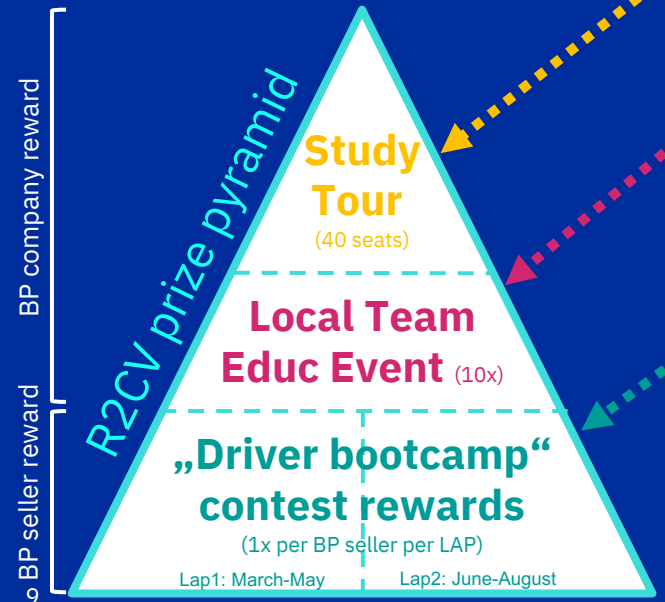
www.race2cybervault.com
www.bpstoragezone.com/race2cybervault

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.

- IBM & BP confidential -
© 2022 IBM Corporation

How can BPs benefit from the "Race2CyberVault"?



Opportunities available for all levels of BPs:

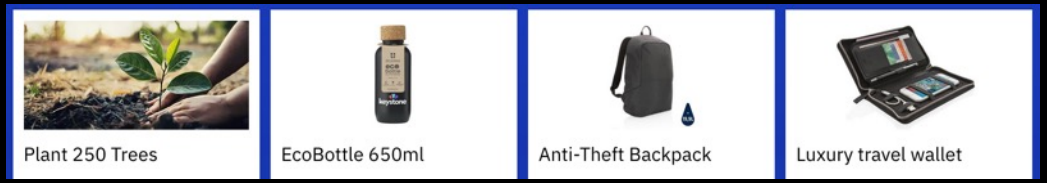
(Specialist/Experts and Registered, VADs)

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

with ecologi.com

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



- IBM & BP confidential -

© 2022 IBM Corporation

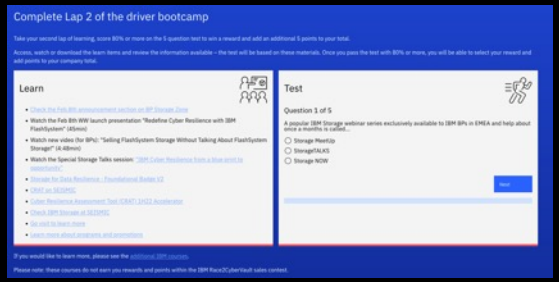
Only for registered BPs!

Race2CyberVault driver bootcamp – lap2 for BPs

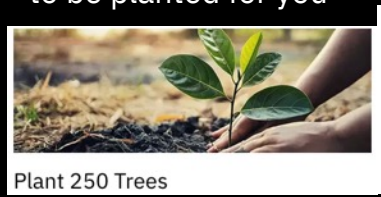
www.race2cybervault.com
www.bpstoragezone.com/race2cybervault

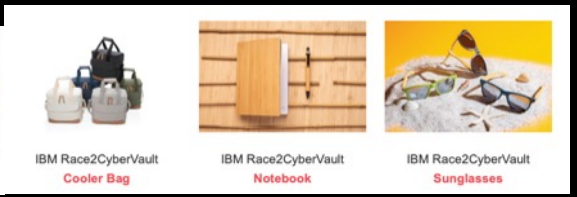
LAP2 in the drivers bootcamp is READY 4YOU!

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





© 2022 IBM Corporation

3Q22 IBM Storage BP Ecosystem Promotions & Incentives

Content & structure of document

Promotions & Incentives Summary

“IBM Race2CyberVault” – EMEA BP Sales Contest

Promotions & Incentives details

Additional programs

Important topics to know

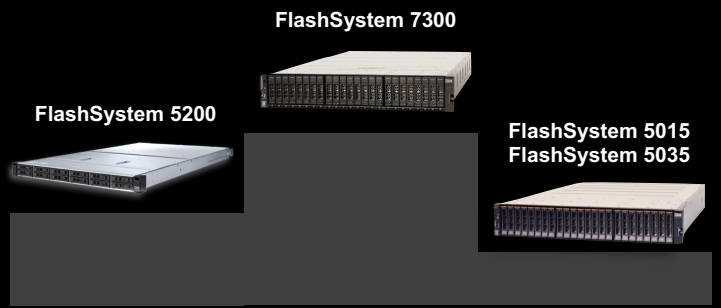
- IBM & BP confidential -

© 2022 IBM Corporation

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

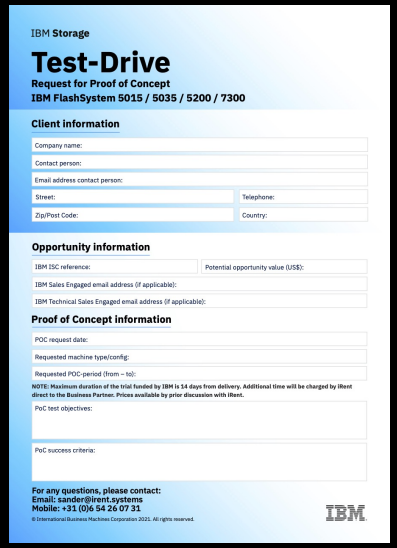
Extended countries (based on quoting)**:** Albania, Algeria, Andorra, Bosnia and Herzegovina, Georgia, Iceland, Liechtenstein, Macedonia, Monaco, Serbia, Turkey, Ukraine

- IBM & BP confidential -

© 2022 IBM Corporation

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

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 ISC 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/config:
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 iRent direct to the Business Partner. Prices available by prior discussion with iRent.

PoC test objectives:
PoC success criteria:

For any questions, please contact:
Email: sander@irent.systems
Mobile: +31 (0)6 54 26 07 31

© International Business Machines Corporation 2021. All rights reserved.

IBM

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

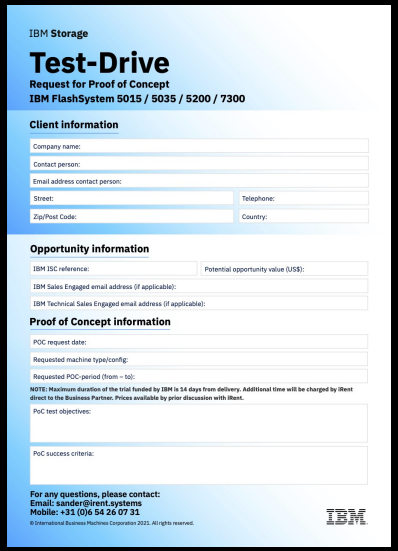
- **iRent act as sales enabler for IBM and their partners by providing onsite hardware delivery for test & demo. They do not resell, they do not compete!**
- **Test hardware in your customer's environment**
- **Conversion ratio of 80%. Request form to PO in just 7 weeks. Check out our video!**
- **FlashSystem 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 & BP confidential -

© 2022 IBM Corporation

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

Process



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 ISC 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/config:
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 iRent direct to the Business Partner. Prices available by prior discussion with iRent.

PoC test objectives:
PoC success criteria:

For any questions, please contact:
Email: sander@irent.systems
Mobile: +31 (0)6 54 26 07 31

© International Business Machines Corporation 2021. All rights reserved.

IBM

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**
  martin.bruce@uk.ibm.com

- IBM & BP confidential -

© 2022 IBM Corporation

IBM Test Drive – new video with German BP BlueConsult

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

- IBM & BP confidential -

© 2022 IBM Corporation

2Q-4Q22 IBM FlashSystem TEST-DRIVE BP Incentive - Europe

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)

For details: see PLET ZWEP1239BEMEN

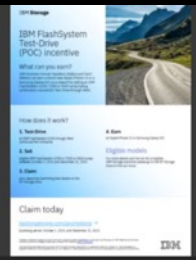
© 2022 IBM Corporation

IBM Test Drive - assets for your BP usage

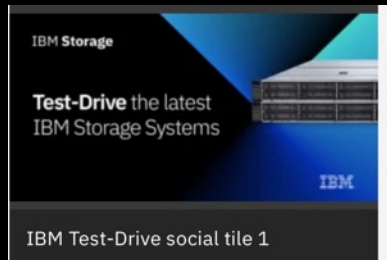
IBM Test-Drive Flyer BP version

IBM Test-Drive flyer CLIENT version

IBM Test Drive flyer CLIENT version with BP logo

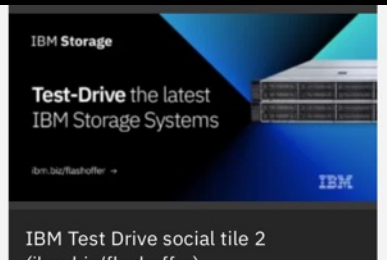


IBM Test-Drive - Proof of Concept Request Form



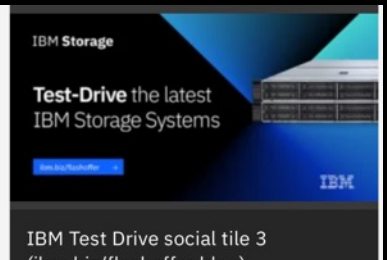
IBM Test-Drive social tile 1

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

- IBM & BP confidential -

© 2022 IBM Corporation

2HY22 IBM Storage FS5035 & FS5200 Encryption Upgrade promotion

What is it?

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

Clients to **benefit from ability to turn encryption of date 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

© 2022 IBM Corporation

3Q22 IBM Storage FlashSystem “Energizer” promotion

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!**

© 2022 IBM Corporation
- IBM & BP confidential -
For details: see the PLET ZWEM0217I

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

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”

Qualifying Conditions

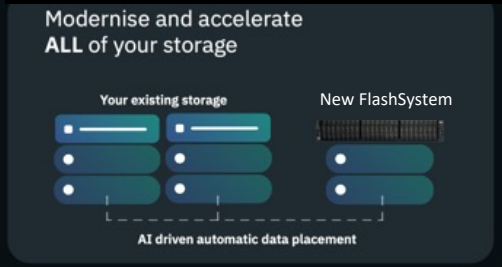
FlashSystem Model	SVC Condition	Min. FCM Drives	Number of Non-IBM Systems Eligible	Duration of Virtualization Enabled	Promo Code	Warranty/Maint Terms
9500	No SVC Installed	8	3	3 Years	9500VIRT	Machine Type 9848 (3yrs Warranty)
7300		8	2		7300VIRT	Machine Type 2076 (3yrs Warranty)
5200		3	1		5200VIRT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

A better way to GROW

Supercharge your upgrade...

- Accelerate applications
- Maximise existing storage investments
- AI driven data placement accross 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



© 2022 IBM Corporation

- IBM & BP confidential -

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

Now extended till Dec.31st 2022!

IBM

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)

SEISMIC

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

Link to IBM Mediacenter

- IBM & BP confidential -

© 2022 IBM Corporation

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

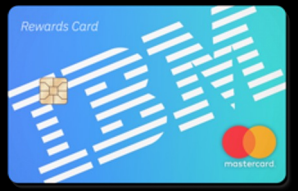
- IBM & BP confidential -
© 2022 IBM Corporation

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

- IBM & BP confidential -

© 2022 IBM Corporation

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.

- IBM & BP confidential -

© 2022 IBM Corporation

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

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)

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

3Q22 IBM Storage BP Ecosystem Promotions & Incentives

Content & structure of document

Promotions & Incentives Summary

“IBM Race2CyberVault” – EMEA BP Sales Contest

Promotions & Incentives details

Additional programs

Important topics to know

- IBM & BP confidential -

© 2022 IBM Corporation

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

- Link to ValueSeller discount scheme for Europe: https://www-356.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/annletter/ZWEP7244ZEMEN

- IBM & BP confidential -

© 2022 IBM Corporation

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
- Quatar: 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 & BP confidential -

© 2022 IBM Corporation

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*.**

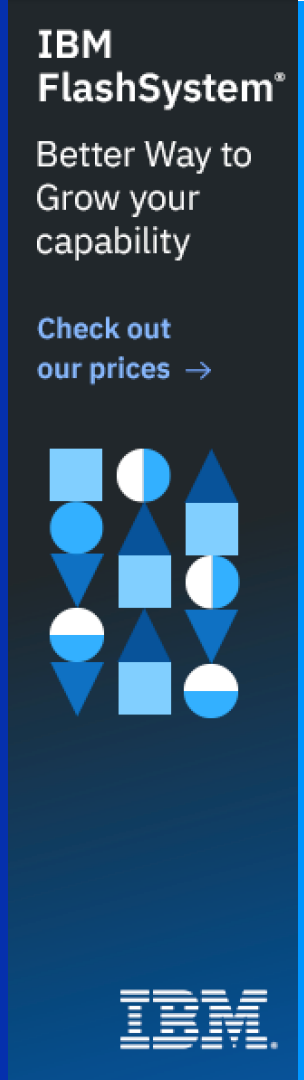
On the platform clients can see configurations, transparent prices, choose between the multiple payment plans available, and take advantage of some exciting new offers.

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 & BP confidential -

© 2022 IBM Corporation

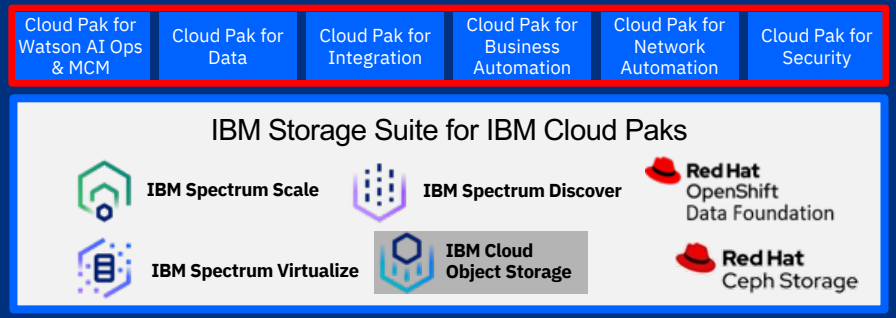
Storage Suite Starter for Cloud Paks

NEW

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!



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

- IBM & BP confidential -
© 2022 IBM Corporation

Take the cyber resiliency assessment today

NEW

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 Resilience & Disaster Recovery Assessment workshop that took place with the [Customer] team on December 5th, 2019. 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 now 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 4Q 2019 as well as the assessment workshop in Benton Harbor on December 5th, [Customer] has realized great value from its investment in cyber resilience 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 unrecoverable 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-view.

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 vaulting and recovery) is now an absolute part of the cost of doing business.

Additionally, IBM feels that [Customer] would benefit from the use of Spectrum 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 constantly 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.

IBM

Value summary dashboard

Executive Summary – Summary View

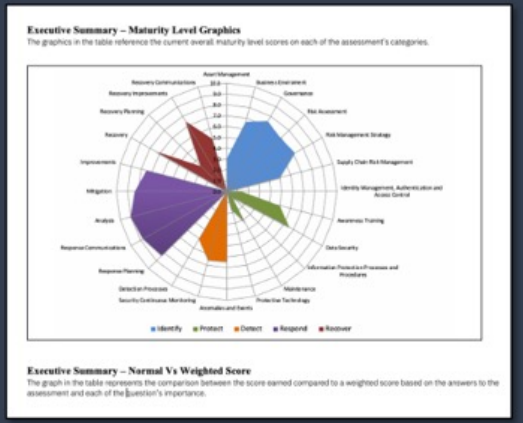
The numbers in the table reference the current overall maturity level on each of the assessment's categories.

	Your score	Maturity Level
Total score	5.96	Practicing

	Your score	Maturity Level
Identify	6.04	Practicing
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
Protect	3.58	Developing
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
Detect	5.98	Practicing
Anomalies and Events	6.4	Practicing
Security Continuous Monitoring	6.5	Practicing
Detection Processes	5.0	Developing
Respond	8.38	Mature
Response Planning	8.3	Mature
Response Communications	8.8	Mature
Analysis	9.0	Mature
Mitigation	8.3	Mature
Improvements	7.5	Practicing
Recover	5.83	Practicing
Recovery	7.5	Practicing
Recovery Planning	3.3	Developing
Recovery Improvements	7.5	Practicing
Recovery Communications	5.0	Developing

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.


Executive Summary – Maturity Level Graphics

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 question's importance.

© 2022 IBM Corporation - IBM & BP confidential -

IBM Cyber Resiliency Assessment SEISMIC LINK

Based on NIST Cyber Security Framework

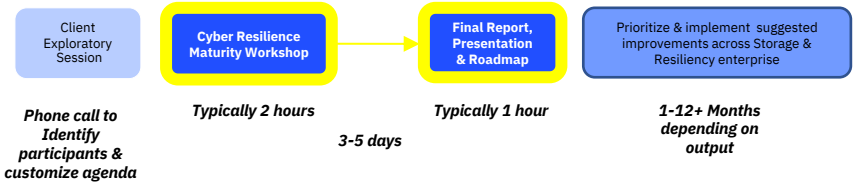
The Storage CR Assessment provides a bridge mechanism to assess client's current state and identify gaps against best practice requirements based on the NIST CSF.

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

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

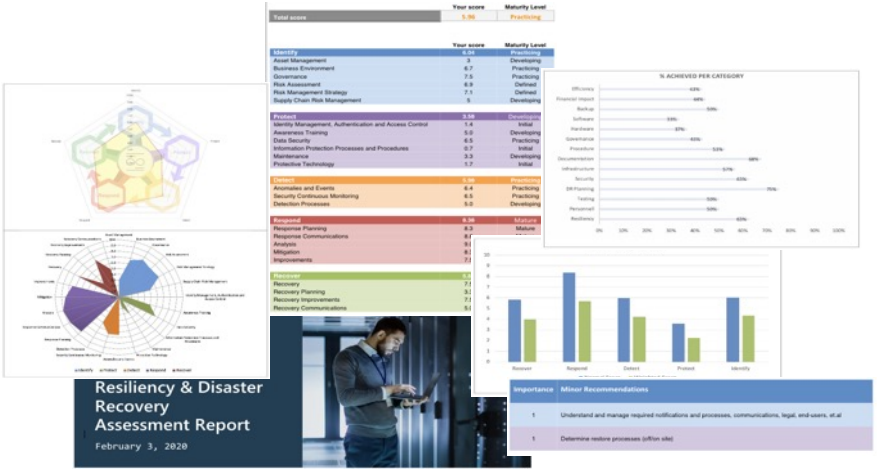
Cyber Resiliency Strategy and Roadmap



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

Sample Deliverables



Deliverables:

- Detailed assessment report
- Management presentation
- Roadmap of recommended improvements & considerations

- Non-invasive
- Quick (2 hrs. to complete)
- IBM Funded

- IBM & BP confidential -

© 2022 IBM Corporation

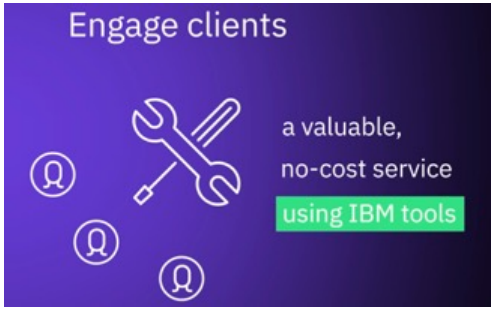
IBM Spectrum Protect Health Check (CSA) - overview

This is a walk through how to use this offer:

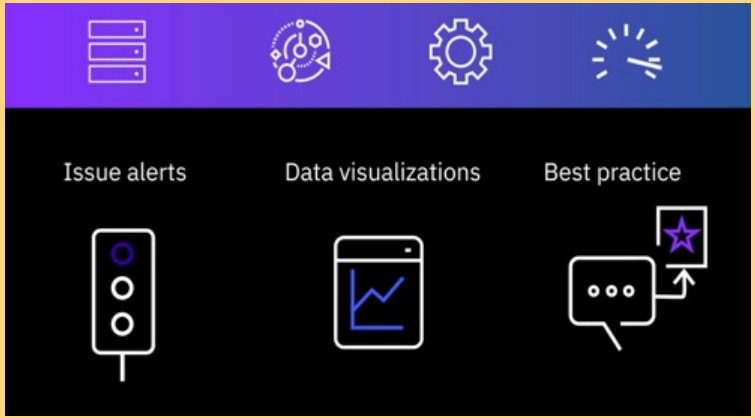
"Offers you as a Business Partner an insight into
the CSA tool by taking you through **all the necessary steps**!"

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



Customer Storage Assessment:
Link to the videos above / screenshot below



1-pager Flyer available:
(in 6 languages & w/space for BP logo)

For details see next page

- IBM & BP confidential -

© 2022 IBM Corporation

IBM Spectrum Protect Health Check (CSA) - collateral

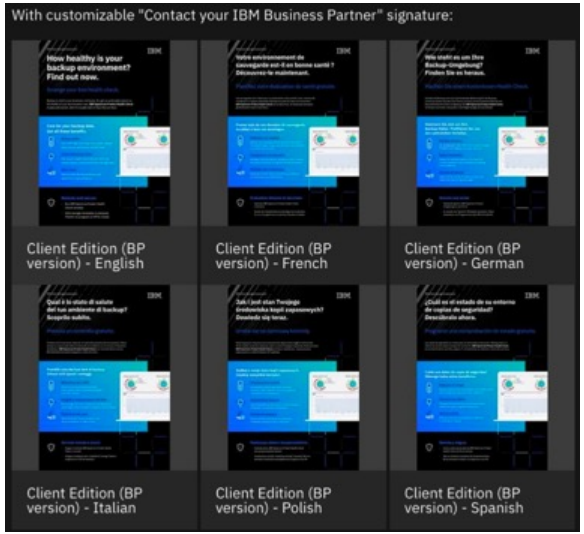
Collateral for marketing purposes (e.g. customizable flyers, tool overview, etc.):
– available in English, German, French, Spanish, Italian & Polish

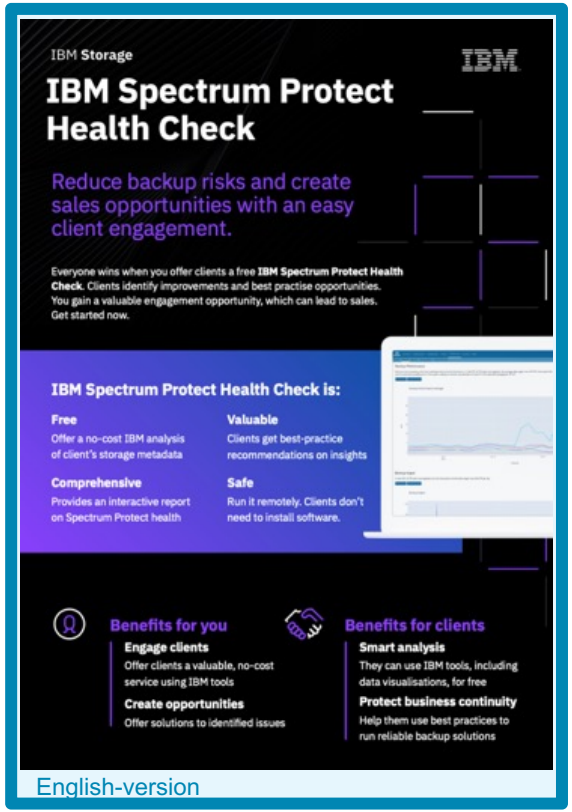
Downloads available here:

Storage Zone

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

With customizable "Contact your IBM Business Partner" signature:





English-version

© 2022 IBM Corporation

3Q22 IBM Storage BP Ecosystem Promotions & Incentives

Content & structure of document

Promotions & Incentives Summary

“IBM Race2CyberVault” – EMEA BP Sales Contest

Promotions & Incentives details

Additional programs

Important topics to know

- IBM & BP confidential -

© 2022 IBM Corporation

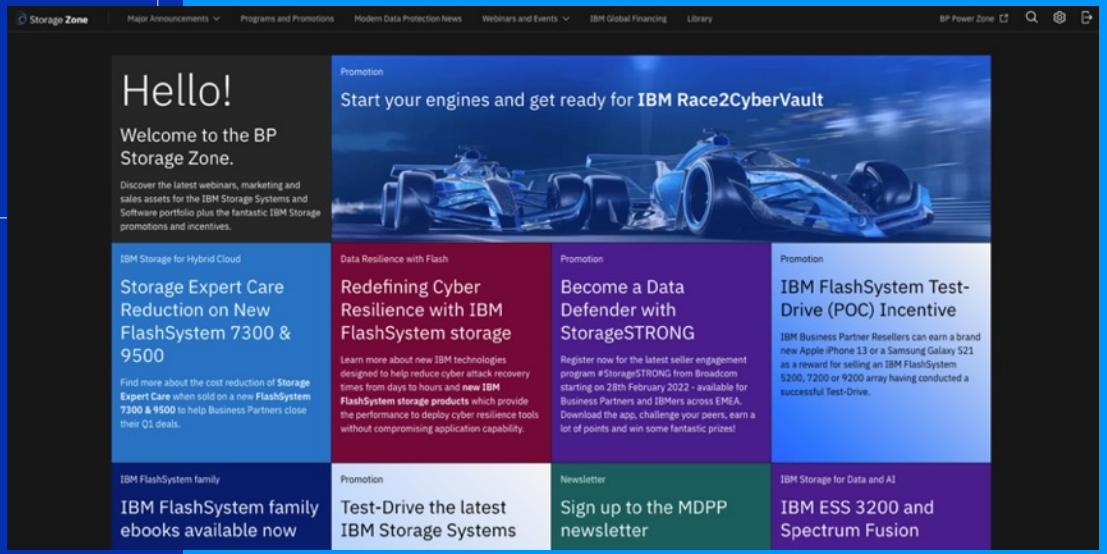
IBM BP Storage Zone
our BP community portal for EMEA

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



PLUS:

IBM PartnerWorld
incl. weekly newsletter,
Promotion & Incentive details
(incl. PLETs & amendments)
PW link

IBM SEISMIC
SEISMIC link

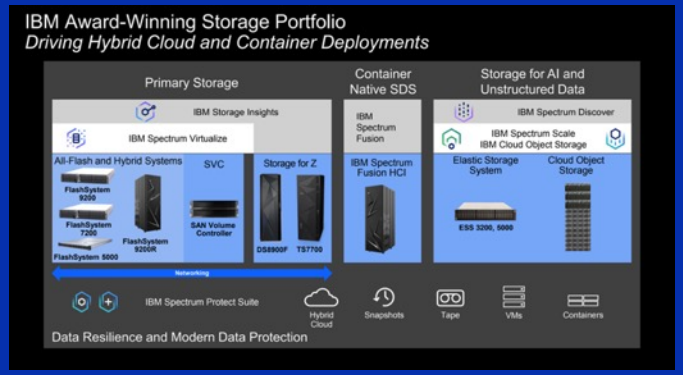
IBM Storage Website
www.ibm.com/storage

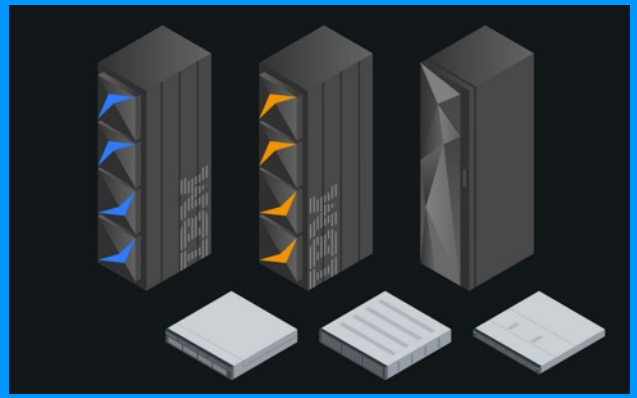
- IBM & BP confidential -

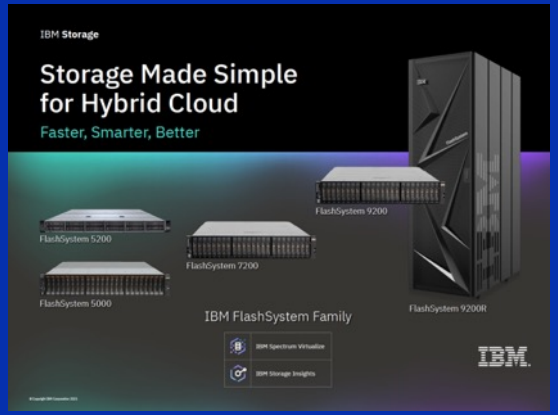
© 2022 IBM Corporation

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 & BP confidential -

© 2022 IBM Corporation

IBM Sales enablement & skills portals

SEISMIC

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

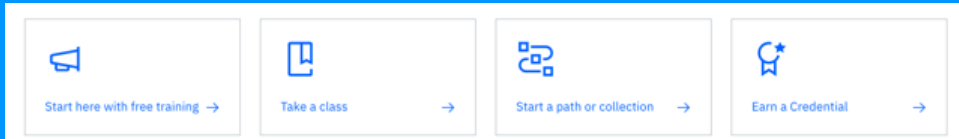
Welcome to IBM Training

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



- IBM & BP confidential -
© 2022 IBM Corporation

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

- Digital marketing
- Event marketing
- Direct marketing
- Advertising
- Tele-marketing

Sample eligible expenses

- Agency fees
- Digital content creation
- Venue rental costs
- Inbound marketing services
- Sponsorship packages

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

© 2022 IBM Corporation

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	

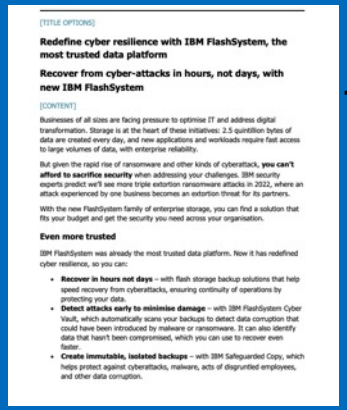
- IBM & BP confidential -

© 2022 IBM Corporation

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

Paid social: Linkedin & Twitter

Blog/email



[TITLE OPTIONS]

Redefine cyber resilience with IBM FlashSystem, the most trusted data platform

Recover from cyber-attacks in hours, not days, with new IBM FlashSystem

[CONTENT]

Businesses of all sizes are facing pressure to optimise IT and address digital transformation. Storage is at the heart of these initiatives: 2.5 quintillion bytes of data are created every day, and new applications and workloads require fast access to large volumes of data, with enterprise reliability.

But given the rapid rise of ransomware and other kinds of cyberattack, **you can't afford to sacrifice security** when addressing your challenges. IBM security experts predict we'll see more triple extortion ransomware attacks in 2022, where an attack experienced by one business becomes an extortion threat for its partners.

With the new FlashSystem family of enterprise storage, you can find a solution that fits your budget and get the security you need across your organisation.

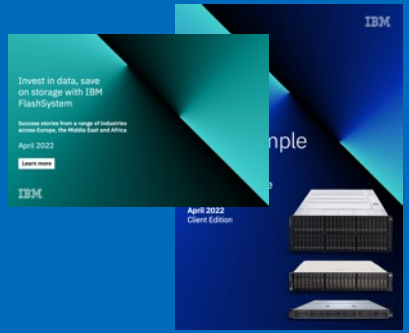
Even more trusted

IBM FlashSystem was already the most trusted data platform. Now it has redefined cyber resilience, so you can:

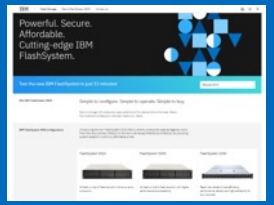
- **Recover in hours not days** – with flash storage backup solutions that help speed recovery from cyberattacks, ensuring continuity of operations by protecting your data.
- **Detect attacks early to minimise damage** – with IBM FlashSystem Cyber Vault, which automatically scans your backups to detect data corruption that could have been introduced by malware or ransomware. It can also identify data that hasn't been compromised, which you can use to recover even faster.
- **Create immutable, isolated backups** – with IBM Safeguarded Copy, which helps protect against cyberattacks, malware, acts of disgruntled employees, and other data corruption.

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 & BP confidential -

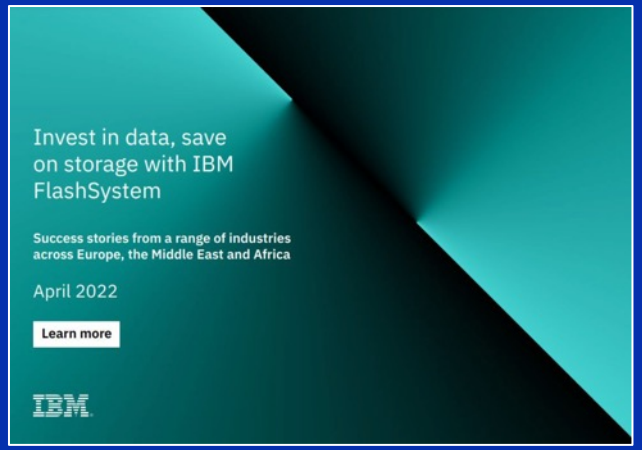
© 2022 IBM Corporation

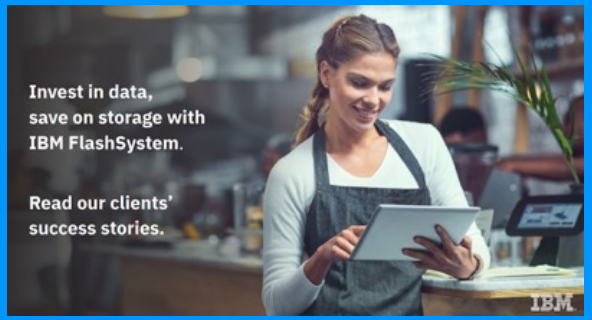
IBM FlashSystem client success stories eBook

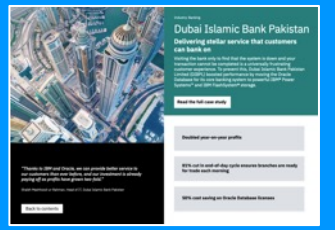
NEW

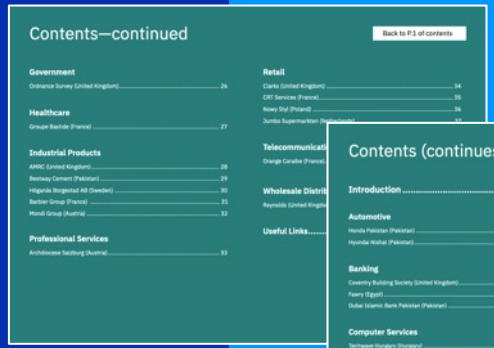
Check put the latest and greatest summary of FlashSystem client success stories
– now captured in form of a new eBook, sorted by industry and comprising in total 36 pages.

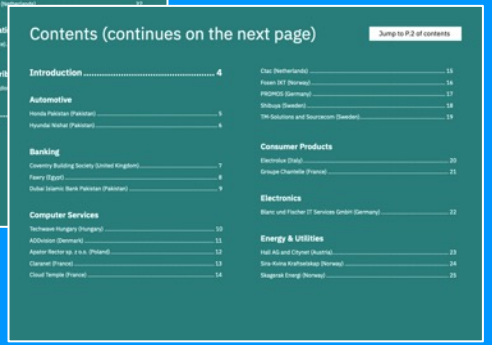
For your usage in client-facing situations as well as for your Marketing campaigns usage.











Downloads:
https://www.bpstoragezone.com/growth-offerings/storage-for-hybrid-cloud/flashsystem-family-ebooks
or
https://www.ibm.com/downloads/cas/WJGZVGZQ

- IBM & BP confidential -

© 2022 IBM Corporation

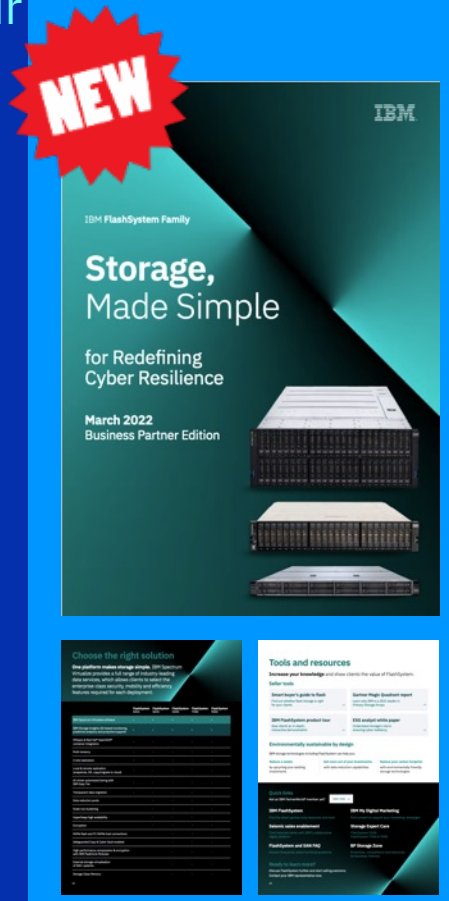
IBM FlashSystem eBooks & Product Tour

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

- IBM & BP confidential -

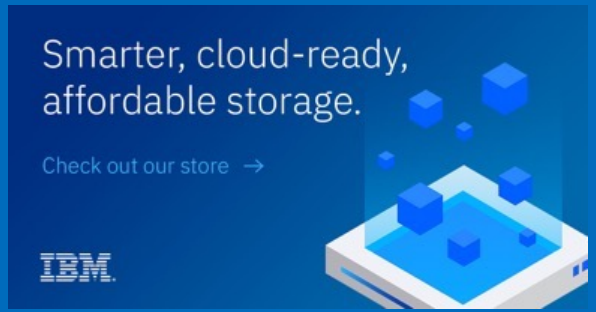
© 2022 IBM Corporation

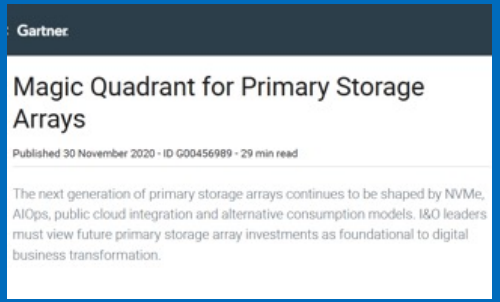
IBM Storage EMEA Social kit

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

Campaign available in StorageZone **here**





- IBM & BP confidential -

© 2022 IBM Corporation

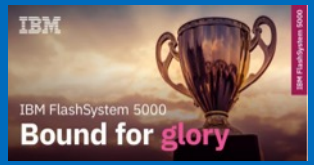
WW Social Kit for IBM Storage

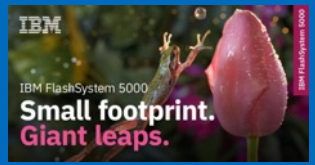
NEW

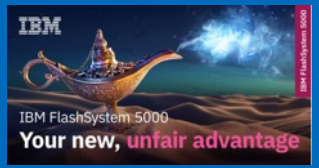
- Social Tiles for: IBM FlashSystem, IBM Storage as-a-Service, IBM Spectrum Protect (more to come)
- Social Assets available for both LinkedIn and Twitter
- Texts in multiple languages: English, Spanish, Portuguese, Italian, German and French (coming soon)

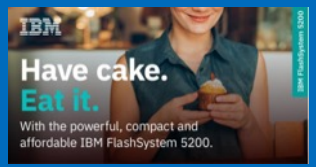
WW Storage Social Tiles Kit Box Link: https://ibm.box.com/s/8s8ry0d6lex6pio992by07gzls318bkd

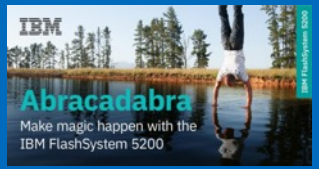
Storage Video Shorts Catalogue: https://ibm.box.com/s/wlm8wz6o2s0b3g5etqru2g925kp4ewmj
https://www.youtube.com/playlist?list=PLzEqeq1z2ddcj24qbguiPWBBSgzd952QG

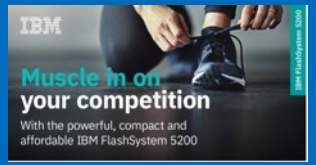


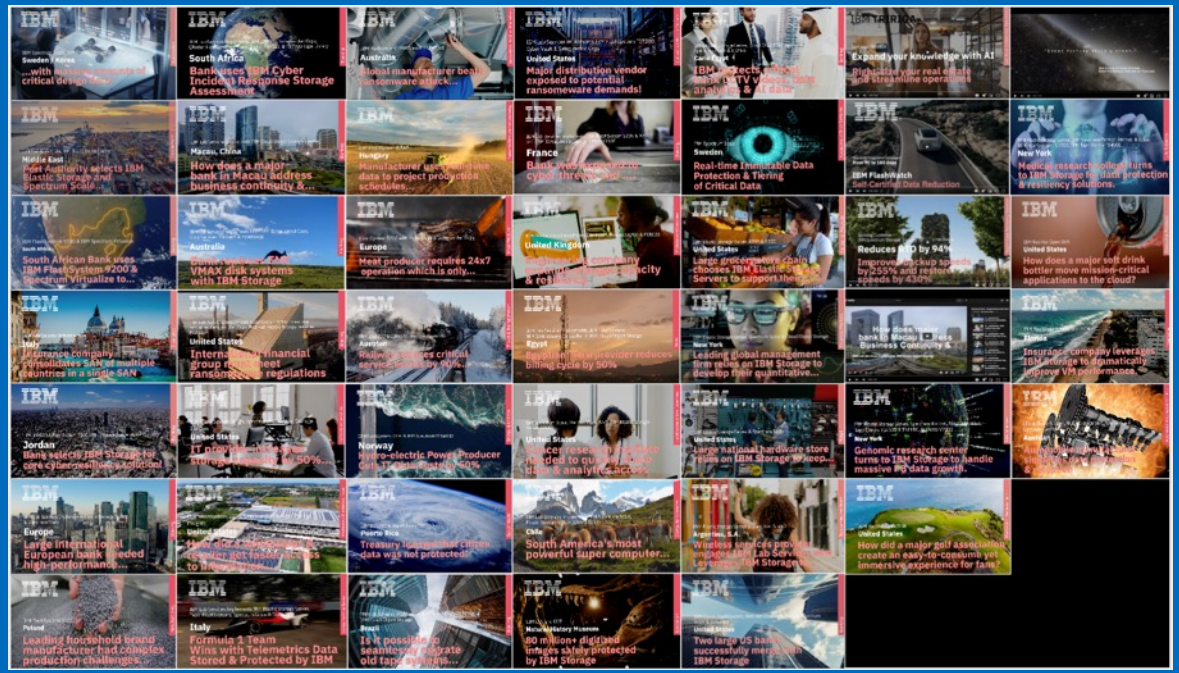












- IBM & BP confidential -

© 2022 IBM Corporation

IBM FlashWatch guarantee

Get peace of mind

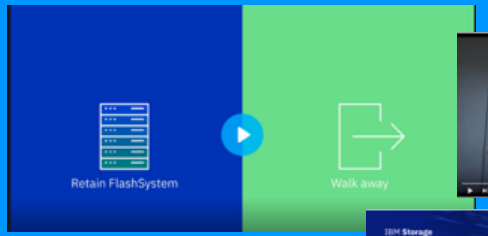
IBM FlashSystem family storage accelerates your workloads with guaranteed results

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/65qm82SCg6s

- IBM & BP confidential -

© 2022 IBM Corporation

IBM technical resources

IBM TechZone

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

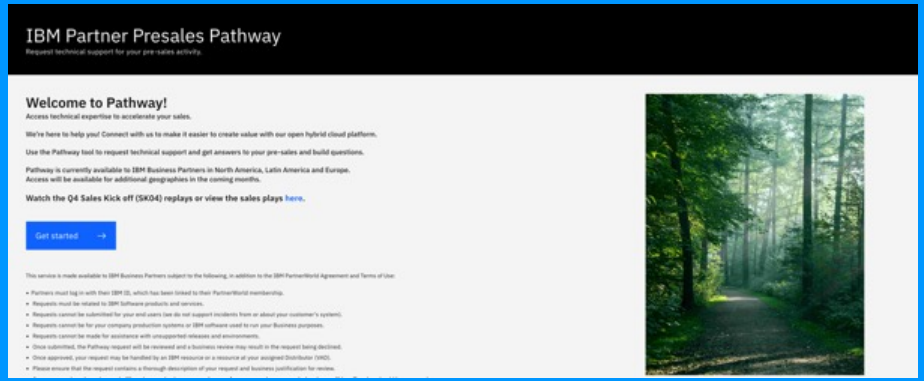
- Leverage onboarding resources for self-paced videos and documented runbooks
- Visit the Storage live demos page to access relevant demos you can use
- Visit the Notifications page to stay informed of new offerings, alerts, events, and announcements

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 & BP confidential -

© 2022 IBM Corporation

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

Example from 2Q22...

Check out the upcoming sessions and enroll here ...

- IBM & BP confidential -

© 2022 IBM Corporation

EMEA Client Webinar supporting IBM STaaS relauch 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

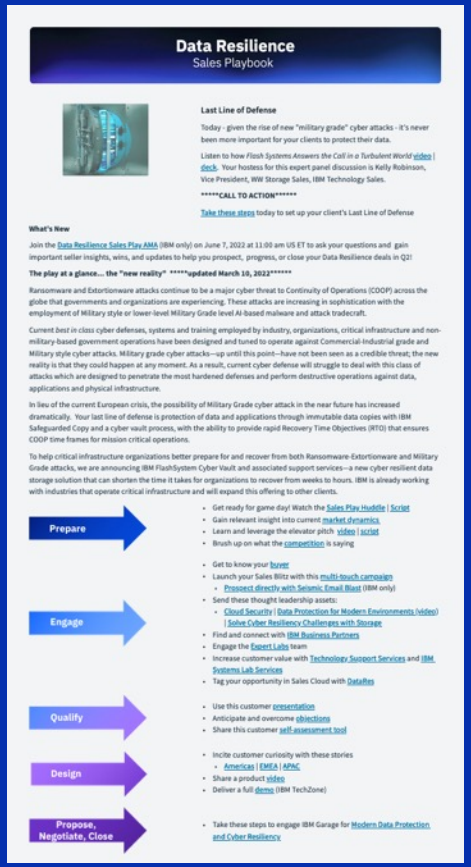
IBM STaaS Sales Kit in Seismic: click here

- IBM & BP confidential -
© 2022 IBM Corporation

IBM education

ibm.biz/SKOPlays

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**

Q3 IBM Sales Kick Off

Ready, Set, SKO!

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

- IBM & BP confidential -

© 2022 IBM Corporation

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

- IBM & BP confidential -

© 2022 IBM Corporation

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

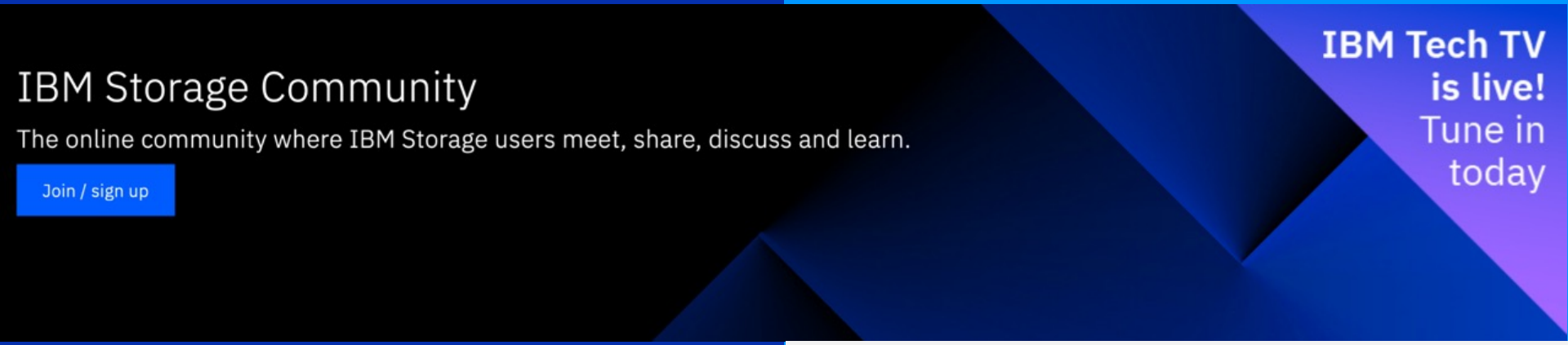
- July 6, 2021 - Automation for Power Systems with Ansible
- July 13 - Storage for Data and AI at the Edge
- July 20 - Addressing logical corruption issues with IBM Z Cyber Vault
- August 3 - What's New in Db2 for i

Catch up with the replays here.

www.ibm.com/training/events/

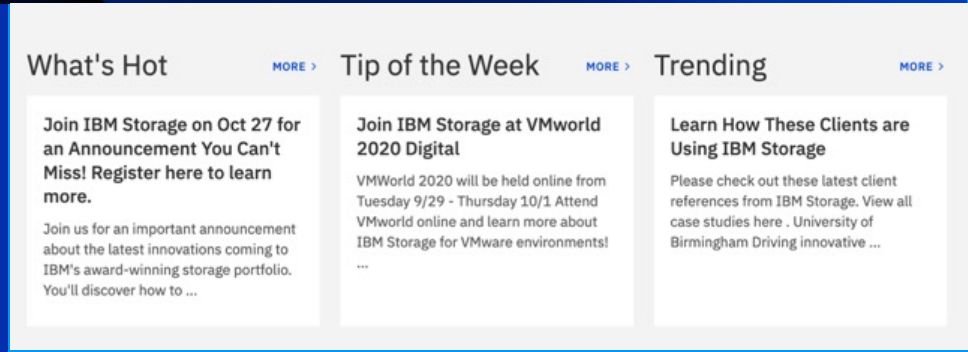
- IBM & BP confidential -

© 2022 IBM Corporation



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 ...



and more...

- IBM & BP confidential -

© 2022 IBM Corporation

IBM