



2023

IBM Global Deal Registration Program

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<http://ibm.biz/DealRegistrationProgram>

Overview

An IBM Business Partner (BP) with a valid Business Partner Agreement (BPA) and engaged in customer-facing resale can register a business opportunity in the [IBM Partner Portal](#). IBM will grant Deal Registration to a BP to recognize the BP's engagement and investment in the opportunity. Deal Registration for deals for IBM Power, Storage and Software will be granted to the first BP to qualify and entitles the BP to a price discount and to earn incentives if it closes the opportunity. Opportunities for IBM System z and Public Cloud (BSP031) do not qualify for the Deal Registration process and benefits.

Deal Registration Process

In IBM Partner Portal a BP must complete the Deal Registration application, which includes the following.

Select the activities that Business Partner has performed with the customer, as many as apply and no fewer than two (2).

- ☐ **Analysis of Customer's Requirements**, two-way communication demonstrating understanding of customer's project scope and technology needs
- ☐ **Technical or Architectural study/diagram**, specific to customer requirements
- ☐ **Product Demonstrations or Presentations** showing product recommendation specific to customer requirements, shared with customer
- ☐ **Formal Proposal or Proof-of-Concept**
- ☐ **Partner Provides Dedicated Support team** for the specific customer solution including implementation and training.
- ☐ **Description of partner services or signed statement of Work**

For opportunities with GOE customers, the partner portal will prompt the BP when they need to upload supporting documentation for the activities they selected, showing engagement with the GOE customer. See below in the Deal Registration Program Details for specific examples of prohibited activities in the public procurement context.

Deal Registration Review (DRR)

Once Deal Registration is awarded to the first qualified BP, Deal Registration requests by other BPs will be denied. If a Deal Registration request is denied, the subsequent BP may request a Deal Registration Review within 7 days of the rejection and will need to provide documentation showing the activities performed and details of the opportunity.

An IBM approver will evaluate the documentation provided by both partners and award Deal Registration to the partner that has shown the most meaningful engagement and activity on the opportunity with the customer. Exceptional cases may require that IBM awards DR to multiple BPs if the opportunity requires that multiple BPs have DR, including special circumstances in public procurement deals and opportunities involving a Frame Agreement.

Deal Registration Program Details

- All BPs have access to “Value Seller” market pricing. No BP is denied pricing on any individual deal.
- A Deal Registration for both hardware and software remains valid for 180 days. IBM will not grant extensions or “renewals”. An expired DR must be registered again.
- IBM has the discretion to grant DR to multiple BPs in exceptional cases when IBM determines it is necessary.
- BP is responsible to ensure that its engagement throughout a public sector opportunity is fully compliant with applicable laws. When a BP submits a request for Deal Registration the BP is deemed to have warranted that all its activities are compliant with applicable laws. IBM’s review of evidence and details of BPs engagement shall focus on the value generated by such engagement with the GOE and shall not imply in any way a review or validation of BP’s compliance with applicable laws.
- If required by Public Procurement laws, the Business Partner must not register the deal prior to the Tender Documents or request for proposals are published or made available to the public (in the official repository or gazette or equivalent) or when the GOE customer has sent to BP a formal invitation or notice as a pre-selected candidate (in instances where such invitation is a defined step in the process and Tender Documents are not announced or published in any public resource).
- IBM retains the right under certain circumstances to deny a BP request for Deal Registration, or to retract a Deal Registration granted to a BP.

In particular, IBM may deny or withdraw a DR if IBM suspects that BP’s engagement has resulted in any of the following activities from which legal exposure in some jurisdictions may arise: (i) advice by BP to GOE customer on what procedure and/or type of contract to use (open, restricted, competitive process with negotiation, competitive dialogue, innovation partnership, or otherwise); (ii) advice by BP to GOE on tender terms and/or specifications, including on selection and/or award criteria; (iii) estimation of pricing of contracts, spending assessments or in general any advice relative to financing and/or budget considerations; (iv) access by BP to information providing a competitive advantage or early knowledge of a planned procurement procedure and/or its parameters; (v) any form of professional misconduct and/or attempts to unduly influence the GOE; (vi) any activity which is not permitted under Public Procurement Law.

- BP must comply in a timely manner with requests from IBM for additional information regarding a Deal Registration or engagement in an opportunity, including when a subsequent partner requests a Deal Registration Review. If the partner with Deal Registration does not furnish the requested documents within two days, IBM may withdraw the Deal Registration.