

A photograph of a two-lane asphalt road stretching into the distance, flanked by dense trees with autumn foliage. The road has a dashed yellow center line and solid white edge lines. A cyan rectangular box with a white border is positioned in the upper center of the image, containing the title text.

TD SYNEX New Partner Monthly Orientation

A scenic view of a road winding through a forest with autumn foliage. The road is paved and has a yellow center line. The trees on either side are dense and have leaves in shades of orange, yellow, and green. The sky is a pale blue with some light clouds. The overall atmosphere is peaceful and serene.

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Plus**

**IBM
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**Incentive
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**Deal
Registration**

**IBM My Digital
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TD SYNEX IBM Solutions

Software

Automation

Instana

- Observes network for anomalies
- Corrects without human interaction

Turbonomic

- Automatically recognizes and corrects the amount of resource an app needs to operate efficiently
- User saves money and time not having to configure

Watson Orchestrate

- Automate mundane tasks
- Saves time, increases accuracy

API Connect

- API connectivity
- Security, governance

CP4 Business Automation

- Easily automates worker tasks
- Process flow identification, robotic process automation

Data & AI

Planning Analytics

- Purpose built for business/finance/budgets
- Works well with any data product

WatsonX

- Newly released: x.data, x.ai, x.gov
- Generative AI with foundation models to simplify and expand AI deployments
- Works well with CP4D and any data stores

SPSS

- Statistical analytics
- Industry leader: performance & value

Watson Assistant

- Conversational AI for fast and friendly customer care

Security

Guardium

- IBM AI-powered security: data security
- Automatically discovers and classifies shadow data, maps data flows, and performs outlier detection for sensitive data

Verify

- IBM AI-powered security: identity & access
- Automatically assigns a trust score for risk-based authentication and continuously assesses behavior to detect fraud/malware

Sustainability

Envizi

- Facilitates data management/collection
- Internal & external scope 1, 2, & 3 emissions

Environmental Intelligence Suite

- Leverages IBM weather data and AI
- Manages impact on supply chain from weather: utility lines, vegetation, transportation, customer demand, other

Maximo Application Suite

- Pharmaceutical, manufacturing, utilities, airport oil rigs, nuclear plants
- For physical assets: manages, monitors, predicts

TRIRIGA Application Suite

- Similar asset management as Maximo
- Focus on buildings with real estate elements (space, energy)

Hardware

Power

Quantum Safe

- Ready to handle the onslaught of those using Quantum Computers for cyber attacks

IBM Power

- Healthcare running EPIC
- Corporations running SAP/Oracle/DB2
- >NET on Linux

AI Workloads

- Matrix Math Accelerators (MMA's) are designed for AI. These AI interfaces and training can be performed on the same server without impacting CPU performance

Storage

IBM Storage

- Sentinel & Insights Pro
- AI-based anomaly detection to protect from cyber threats

Flash Core Technology

- Industry leading
- Hardware based on encryption and compression without any performance impact

Tape Technology

- Industry leading
- Tape Technology for every size of customer



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Partner Loyalty Tiers

Silver		Gold			Platinum		
Expertise		Expertise		Revenue	Expertise		Revenue
Individuals with Proficiency Badges	3	Individuals with Proficiency Badges	7	Small Market: > USD \$500K	Individuals with Proficiency Badges	14	Small Market: > USD \$5M
				Larger Market: > USD \$1M			Larger Market: > USD \$10M

Benefits designed to increase
technical expertise and accelerate growth

GTM

Customer Success Premier Program*
Cyber Range Access*
Co-Sell Support for Partner Solutions**
Named Marketing Focal
Expert Labs Service Parts Creation*

Financial

Auto Deal Share Prioritization*

Education

Proof of Experience Co-Creation*
Innovation Studio Access
Partner Solution Listing with Lead Share**
Cloud Credits

Demand Generation Reimbursement
IBM Sales Partner Advocacy Program**

Technical Advocacy with
Experiential Learning

Marketing Demand Engine Support
Software Access Catalog
IBM Partner Status Mark
Business Partner Directory
Technical Expert Engagement**

Auto Deal Share*
Partner Solutions Listing**

Technical Expert Engagement**
Cloud Credits
Marketing Demand Engine Support

* Primarily self-managed focus** Primarily IBM focus**

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Platinum

Gold

Silver



New Partner Accelerator

All Registered partners have
access to IBM Learning Hub,
IBM Technology Zone,
Seismic, SKO

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IBM Partner Portal



Home



Deals



Incentives



Learning and education



Learning hub



Personal credentials

News and updates



Seismic at IBM



Benefits



Company management



Insights and reports



Partner support

IBM

IBM Training

Start Training



Search

Paths & Collections

Credentials

Partner Plus Learning Hub



My Learning

Subscriptions

Contact Us

2

3

Click on “Proficiency
Badges”

1



IBM Training

Start Training ▾

Search

Paths & Collections

Credentials

Partner Plus Learning Hub ▾

My Learning

Subscriptions

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🔍 Search this catalog by product name or keyword



Looking to continue your sales education?
[View technical sales advanced badges](#)

Want post-sales deployment training? [Discover practitioner advanced badges](#) ➔

[Clear filters](#)

Badges

- ☒ All
- ☐ Sales foundation
- ☐ Technical sales intermediate

Badge Status

- ☐ Not started 🕒
- ☐ In progress 🌙
- ☐ Completed ✅
- ☐ Expiring in 60 days ⚠️
- ☐ Expired ❗

Product categories

- ☐ Data and AI
- ☐ IBM Systems
- ☐ IT Automation & App Modernization
- ☐ Power HW
- ☐ Security Software
- ☐ Storage HW
- ☐ Sustainability Software

Sales plays

- ☐ AIOps

Products

Sales plays ⓘ

Explore by product category

Data and AI



IBM Systems



IT Automation & App Modernization



Power HW



Security Software



Storage HW



Sustainability Software



Data and AI 📊



Cloud Pak for Business Automation - Decision Management and FileNet

Covers Capture, Content, FileNet, Decisions

🕒 Sales foundation

Cloud Pak for Business Automation
Sales Foundation V2



🕒 Technical sales intermediate

Cloud Pak for Business Automation
Technical Sales Intermediate



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Incentives Matrix

Example

SW

Incentive Type

**SW On Prem/SaaS
(New)**

**Subscription License
(New)**

SaaS (Year 2+ Renewal)

**Subscription (Yr 2+
Renewal or Upgrade)**

**Trade Ups &
Reinstatements**

150K

100k

85k

MEP 110K

Exclusive to Deal
Registration

Front End Pricing

Value Seller Market Price

Preferred Price

up to 15%

Back-End Transact
Incentives

Base Sales Incentive

3%

Select Territory Accelerator

13%

Proficiency Incentive

7%

HW

Incentive Type

**Storage, Power, and
Expert Care**

Front End Pricing

Exclusive to Deal
Registration

Back-End Transact
Incentives

S&S Renewals

Incentive Type

Select Territory

Non-Select Territory



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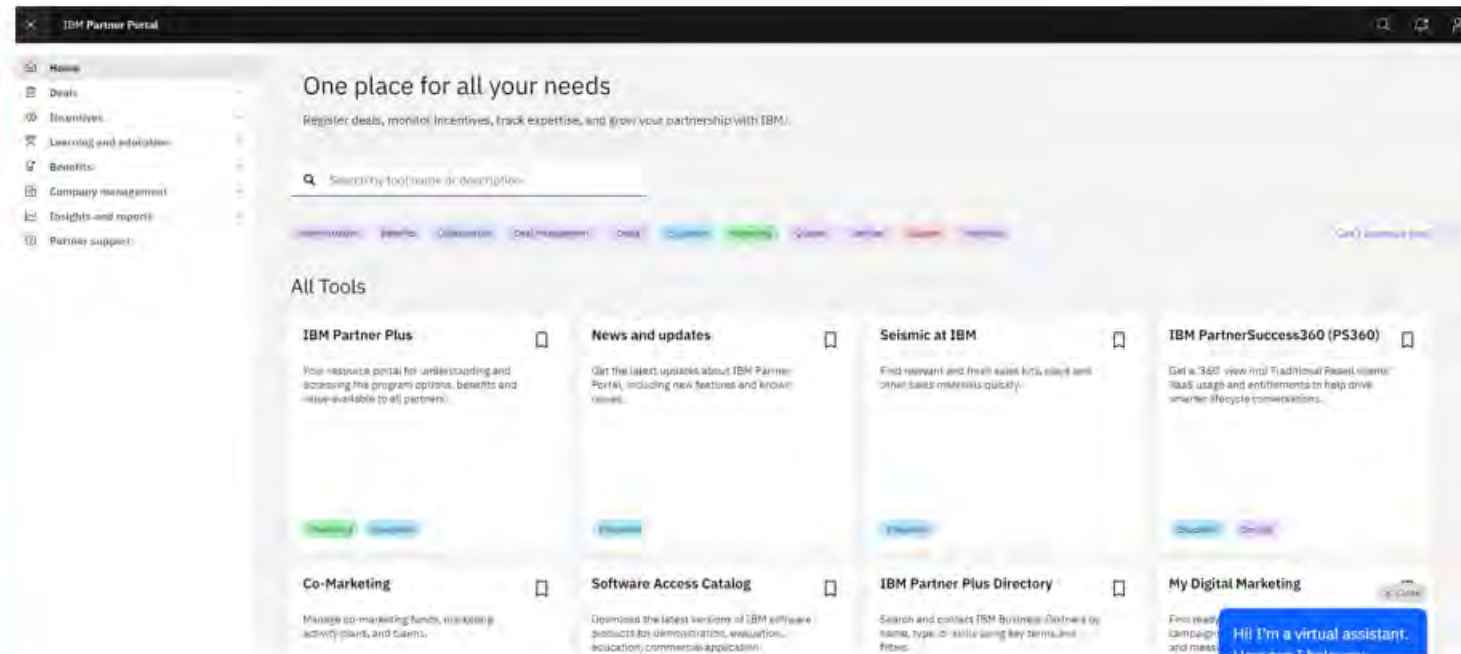
**Deal
Registration**

**IBM My Digital
Marketing**

**TD SYNEX
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1. Login to [Home - IBM Partner Portal](#)

Please Note: To submit a deal registration, you must have “deal registration access” in the portal. The company APA is the only person grant that access. If you need access, we can send instructions for that too.









If you don't know who your company APA is, please have someone with an IBM ID submit a ticket through the Partner Support Page at [IBM Partner Plus Support | IBM Partner Plus](#)

In the ticket, you must request that IBM reaches out to your company APA and has them contact you. IBM will not share the APA's info due to privacy reasons.

[Home - IBM Partner Portal](#)


[IBM Partner Plus Support | IBM Partner Plus](#)

2. Click on “Deals” in the top left of the screen then “Deal Registration”

 **Home** **Deals** Incentives Learning and education Benefits Company management Insights and reports Partner support



One place for all your needs

Register deals, monitor incentives, track expertise, and grow y

 Search by tool name or description


[Administration](#)[Benefits](#)[Collaboration](#)[Deal Management](#)[Deals](#)

All Tools

 **Home** **Deals**[Deal Management](#)[Deal registration](#)[BP CreateCMR](#)[Deal registration review](#)[Opportunities](#)[Client interest](#)[Quotes](#)[Partner guided selling \(software\)](#)

One place for all your needs

Register deals, monitor incentives, track expertise, and grow your partnership

 Search by tool name or description

[Administration](#)[Benefits](#)[Collaboration](#)[Deal Management](#)[Deals](#)[Education](#)

All Tools

IBM Partner Plus

Your resource portal for understanding and

News and updates

Get the latest updates about :

Register Deal

3. Your company name should automatically populate in the “Business Partner Company” tab. **If it doesn’t**, you do not have deal registration access and need to contact your APA, per the note on slide 1.

4. Enter the solution name. This is just a title for the opportunity. We suggest using the End User’s name so look it up easier in the future.

5. “Solution Description” - Describe why the customer is interested in purchasing the solution and what purpose. Simply, what it is you’re providing the customer.

Tell us about your solution

* Business Partner company

AVT Technology Solutions LLC - San Antonio

* Solution name

* Solution description

* Customer

[Search for customer](#)

* Currency

Select Currency

* Estimated close date

☐ This solution is restricted

☐ This solution was provided by your distributor

[Cancel](#)

Register Deal

6. Select "Search for customer"

Tell us about your solution

* Business Partner company ⓘ

AVT Technology Solutions LLC - San Antonio - [REDACTED]

* Solution name ⓘ

* Solution description ⓘ

* Customer

[Search for customer](#)

* Currency

Select Currency

* Estimated close date

☐ This solution is restricted ⓘ

☐ This solution was provided by your distributor ⓘ

[Cancel](#)

Please note, there are 3 ways to search for your customer: CMR Number, Customer Name & Address, and Customer Site ID . If this is a HW opportunity, you will need the customer CMR Number. If it is a SW Opportunity, you will need the Customer Side ID. You can search by Customer Name & Address but it will likely pull up SEVERAL options and can risk choosing the wrong customer.

Customer Search

What would you like to search by?

☒ CMR Number ☐ Customer Name & Address ☐ Customer Site ID

Country: *CMR Number:

Search Results:
0 matching customers.

Customer Name	CMR Number	Street Address	City	Post/Zip Code
---------------	------------	----------------	------	---------------

If you do not know the Site ID, you can ask your TD SYNEX SW VSR to get it from IBM. If you do not know the CMR Number, you can create one using the "BP Create CMR" tool. (See below PDF link for instructions). For federal customers, only IBM can create the CMR.

7. Once you have your Site ID or CMR Number, enter it in the tool's search bar.

8. Click the bubble by the customer's name and then "Select customer".

Customer Search

What would you like to search by?

☐ CMR Number ☐ Customer Name & Address ☒ Customer Site ID

* Customer Site ID

Search Results

1 matching customer. Not finding what you're looking for? [Create a new customer](#)

Customer Name	CMR Number	Street Address	City	Post/Zip Code
<input type="button" value=""/> <input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>

If your customer is listed as a Government Owned Entity, the portal will tell you in this section. GOE customers will require additional steps on slide 9 to receive deal registration approval.

Tell us about your solution

* Business Partner company ¹

AVT Technology Solutions LLC - San Antonio

* Solution name ¹

[REDACTED]

* Solution description ¹

maximo

* Customer

[Search for customer](#)

Selected customer details:

Customer Name:

Address:

Country:

CAR Number:

Government Owned Entity:

* Currency ¹

USD (U.S. Dollar)

* Estimated close date:

Jul 1, 2023

☐ This solution is restricted ¹

☐ This solution was provided by your distributor ¹

[Cancel](#)

[Next](#)

Tell us about your solution

* Business Partner company ⓘ

AVT Technology Solutions LLC - San Antonio - [REDACTED]

* Solution name ⓘ

[REDACTED]

* Solution description ⓘ

maximo

* Customer

[Search for customer](#)

Selected customer details:

Customer Name:
Address:
Country:
CMR Number:
Government Owned Entity:

[REDACTED]

* Currency

USD (U.S. Dollar)

* Estimated close date

Jul 1, 2023

This solution is restricted ⓘ

This solution was provided by your distributor ⓘ

[Cancel](#)[Next](#)

9. Select the Currency type

10. Choose the estimated close date. We recommend picking a date at the end of the quarter or the next quarter to give yourself plenty of time flexibility if needed.

Tell us about your solution

* Business Partner company: ⓘ

AVT Technology Solutions LLC - San Antonio - [REDACTED]

* Solution name: ⓘ

[REDACTED]

* Solution description: ⓘ

maximo

* Customer: ⓘ

[Search for customer](#)

Selected customer details:

Customer Name:
Address:
Country:
CMR Number:
Government Owned Entity:

[REDACTED]

* Currency:

USD (U.S. Dollar)

* Estimated close date

Jul 1, 2023

☐ This solution is restricted ⓘ☐ This solution was provided by your distributor ⓘ[Cancel](#)[Next](#)

11a. **Only** check “This solution is restricted” if you believe your customer is an IBM house account that buys direct. (note: checking this box limits IBM’s visibility into details of this opportunity.)

11b. Check “This solution was provided by your distributor” if TD SYNnex aided your opportunity or submission in anyway.

12. Then click next.

13. Select Y/N if you're responding to an RFP/RFQ. If yes, you'll need to input the "specify name and reference number".

14. Select "Yes" for "Are you selling IBM exclusively for this solution" if this is solely an IBM solution you're providing.

15. To answer: "Select activities you have already performed with the customer" **YOU MUST** check at least **TWO** of these boxes for the deal registration to be approved.

Tell us about your solution

* Is this solution responding to Public Tender, Request for proposal (RFP) or Request for quotation (RFQ)?

☐ Yes

☐ No

* Are you selling IBM products exclusively for this solution?

☐ Yes

☐ No

Select the activities you've completed with your customer:

To receive Deal Registration, you must select at least 2 activities you have performed with your customer.

☐ 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.

☐ Dedicated support team for customer solution, which may include implementation plan and training.

☐ Proposed Statement of Work including description of services.

[Back](#)

[Cancel](#)

If your customer is listed as GOE you will be required to upload documentation proof that you have completed the actions you choose in step 15. The upload option will show once the deal registration has been submitted.

16. Then click next.



[Next](#)

17. Search for the product you're selling in the solution.

Please Note: There are several ways to search for the product you're offering in the solution. The best way is by product name or part number if you have it. In this example, "Maximo" was searched.

Please Note: IBM "groups" products/part numbers together. So, your exact product or part number might not come up by name in the search. The key is to look at the "associated products" count under the item. If your product doesn't come up by name, always select the item with the highest count. It's likely covered in that grouping.

Register Deal

Select your products

What products are you selling to [REDACTED]

max

"max"



BSP003 - SaaS Weather Solutions
Software as a Service • 674 associated products



BPSWDRC104 - Power
Software • 59 associated products



BPSWDRC03 - Maximo
Software • 682 associated products



BPSWDRC127 - Services Software Inspection Suite
Software • 10 associated products

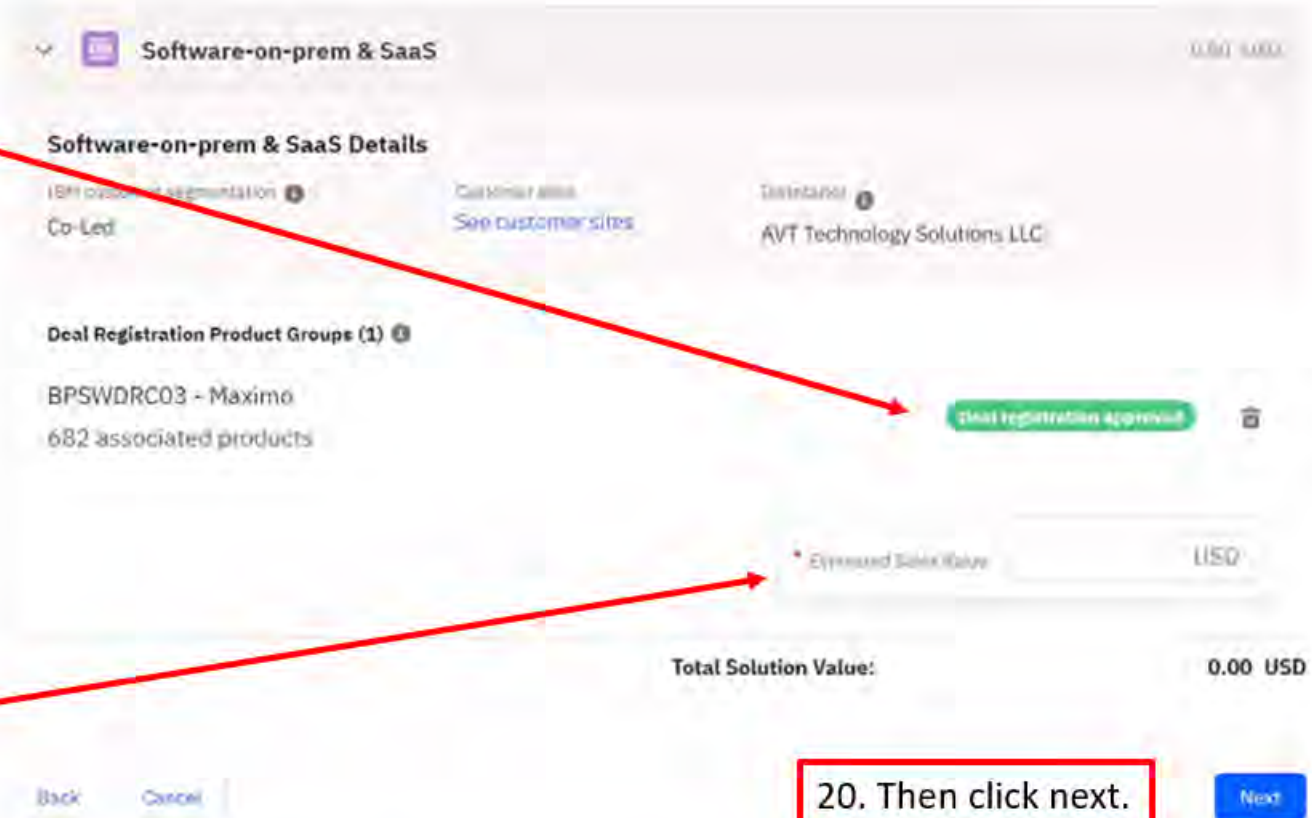


BSP049 - Operations Optimization (SaaS)
Software as a Service • 117 associated products

[Learn more about IBM product offerings and eligibility criteria](#)

18. The portal will automatically tell you if you're approved or not for the registration. If not approved, double check that you selected the correct customer and that you're in fact signed up to resell that IBM product.

19. Input the ESTIMATED sales value. This number is a complete estimate and can be changed later.



Software-on-prem & SaaS

Software-on-prem & SaaS Details

IBM product segmentation 1 Co-Led Customer alias See customer sites Distributor 1 AVT Technology Solutions LLC

Deal Registration Product Groups (1) 1

BPSWDRC03 - Maximo 682 associated products

Deal registration approved

* Estimated Sales Value USD

Total Solution Value: 0.00 USD

Back Cancel

20. Then click next.

Next

If your customer is GOE, the registration will show as not approved until you upload your documentation proving step 15's actions have been completed. IBM will review your evidence and approve/deny within 48 hours.



21. Review the information for the deal registration

Register Deal

Review your solution

Solution

Solution name
McDonalds

Solution description
Maximo

Customer Details

Customer name
[REDACTED]

Customer address
[REDACTED]

Customer Country
[REDACTED]

CMR Number
[REDACTED]

Government Owned Entity
[REDACTED]



Software-on-prem & SaaS

100,000.00 USD

Total Solution Value:

100,000.00 USD

Back

Cancel

Confirm solution

22. If all info is correct, click "confirm solution". Then on the popup, click "confirm solution" again.

23. Finally, the portal will take you to the main page of the opportunity you just created. To receive the incentives from this deal registration, please ensure your "opportunity number" is added to your quote/special bid. Contact your TD SYNEX VSR for quoting/special bid.

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IBM Partner Portal

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Benefits explained

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Directory listings

Partner status mark

Co-Marketing

My Digital Marketing

IBM

HomeAll CampaignsPartner Marketing KitsAsset LibraryEducationMy Marketing

Marketing CenterHosted by StructuredWeb

My Digital Marketing

Plan, execute and measure your marketing campaigns all in one place

Explore Partner Marketing Kits

Getting Started

IBM My Digital Marketing is a marketing automation platform with ready-to-execute campaigns designed to increase your speed to market, reduce marketing costs and grow your business. Your personalized experience in My Digital Marketing starts here.

Schedule an onboarding

Setup your account

Explore Partner Marketing Kits

Launch a campaign

Education

Sharpen your skills with digital marketing education and My Digital Marketing deep-dive demo videos and training guides

Training Resources

Marketing University

Welcome to IBM My Digital Marketing

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