


IBM New Customer Incentive

Now is the time to:

- ▶ **Increase** margin
- ▶ **Crush** the **competition**

selling **IBM System x** and **BladeCenters!**

The Offer:

- 7% of IBM list price on System x products: System x racks/towers/options - including BNT networking, and System Storage 
- 10% of IBM list price on BladeCenter products
- PTW Grid transactions only; does not apply to special bid

See Announcement letter 511-352 for qualifying product and qualifying customer detail



How do I nominate my customer?

Nominate System x and System Storage new customers by accessing the following Web site:

<http://www.ncbprogram.com>

Who qualifies as a new customer?

IBM defines a System x new customer as an End-User Enterprise that has purchased less than \$25,000 of eligible IBM System x (including BladeCenter) products from any authorized source in the 12-month period prior to the date the Business Partner nominates the End User for IBM approval as a new customer.

IBM defines a System Storage new customer as an End-User Enterprise that has purchased less than \$25,000 of eligible IBM System Storage products from any authorized source in the 12-month period prior to the date the Business Partner nominates the End User for IBM approval as a new customer.

All IBM approvals for new customer status are valid for a period of 12 months from the new customer's Nomination Approval Date.

Which products qualify?

List price and assortment module categories can be found on PartnerWorld® at:

[http://partners.boulder.ibm.com/src/fpages.nsf/HTML/United+States.PSG.IBM.V2/\\$FILE/pricelists.html](http://partners.boulder.ibm.com/src/fpages.nsf/HTML/United+States.PSG.IBM.V2/$FILE/pricelists.html)

Can this offer be combined with other incentives and promotions?

Yes. Contact your IBM representative for qualifying combinations.

Cannot be combined with off-grid special bid.

Other Terms and Conditions:

- Sales to U.S. Public Sector End Users do not qualify for the rebate
- Eligible "Opt In" Price Credit Enhancement partners only
- This incentive is available only in the United States and its territories.
- Excluding System x software Enterprise License Agreements (ELAs), Cell/B.E. based blades, System x iDataPlex™ products, and BP Services for Public Sector (part number 44W3264)
- New products only

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