

IBM ETS Try & Buy Promotion

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Internal Letter Section

Title: IBM ETS Try & Buy Promotion
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The offer

IBM is offering 3 months free support to new Enhanced Technology Support (ETS) offerings. This promotion is open to end user customers who do not have a current ETS agreement and have not had an ETS agreement in place since October 2010.

This announcement applies to Channel business only, that is, orders where the end user purchases through a Tier 1 or Tier 2 IBM Business Partner.

This promotion is available on eligible ETS offerings, see details under Eligible Products section below.

To avail of this promotion, eligible customers must sign an ETS agreement with IBM between October 6 and December 31, 2011.

The 3 months free ETS coverage will commence on the signing date and run for 3 months.

The end customer can at any time during the trial period request that IBM terminate the IBM ETS Agreement and close his Account. No charges will be due in this case. The end customer's written request to terminate the service must be passed by the Distributor to IBM. Tier 2 Business Partners are asked to work closely with their end user customers to ensure timely communication.

Where a termination request is not received by IBM by the last day of the free usage period, then IBM will issue an invoice for the 9 remaining months of the Agreement.

IBM recommends that the customer facing Business Partner contacts the end user at the following intervals to maximise the potential of converting this promotion to a future sale.

- 14 days before end of the free usage period

- 7 days before end of the free usage period
- 3 days before end of the free usage period

The aim of this promotion is to increase awareness of IBM ETS offerings within the Channel. We ask that our Business Partners inform their customers of this offer.

Eligible products

Offering Name / ID	Offering Short Description	Offering Long Description
ETS4 AIX SG	ETS4 for AIX and AIX/SP	Enhanced Technical Support for AIX
ETS4 AIXOP SG	ETS4 for AIX and AIX/SP option	Enhanced Technical Support for AIX - options
ETS4 IBM I SG	ETS4 for IBM i	Enhanced Technical Support for IBM i
ETS4 IBM IOP SG	ETS4 for IBM i - options	Enhanced Technical Support for IBM i - options
ETS4 LIN CL SG	ETS4 for Linux on clusters	Enhanced Technical Support for Linux on clusters
ETS4 LIN I-P SG	ETS4 for Linux on Power system	Enhanced Technical Support for Linux on Power systems
ETS4 LIN PC SG	ETS4 for Linux on Intel and AM	Enhanced Technical Support for Linux on Intel and AMD
ETS4 NETWORK SG	ETS4 for Networking	Enhanced Technical Support for Networking
ETS4 STORAGE SG	ETS4 for SAN and storage	Enhanced Technical Support for SAN and storage
ETS4 VMWARE SG	ETS4 for VMWare	Enhanced Technical Support for VMWare
ETS4 WINDOWS SG	ETS4 for Microsoft Windows	Enhanced Technical Support for Microsoft Windows

The following offerings are excluded from this promotion:

- Mainframe Services
- ETS Technical Assistance
- ETS Onsite Account Advocate
- ETS Committed Recovery Service for Software
- ETS Gateway

Start and/or end dates

The promotion applies to eligible IBM ETS Agreements signed between October 6 and December 31, 2011 inclusive.

Where is it available?

This promotion is valid in the following CEE and MEA countries:

Croatia, Egypt, Morocco, Pakistan, Russia, Serbia, South Africa, Tunisia, Turkey and Ukraine.

Marketing channels

IBM Distributor, Tier 1 and Tier 2 Business Partners who have signed the IBM Business Partner Agreement.

Marketing information

IBM Enhanced Technical Support (ETS) is IBM's support offering, with extended scope of service, which completes and enhances the Base-Support-Service (SWMA, Support-Line, SWMA Passport Advantage) and the IBM Hardware-Maintenance as well.

The IBM Enhanced Technical Support is designed to close gaps in the client's support array, to help clients boosting their system availability, while controlling costs and making IBM to the preferred provide of Maintenance and Technical Support Services for the entire IT infrastructure.

IBM Enhanced Technical Support is a service solution that offers an integrated approach for proactive & coordinated support for multi-platform and multi-vendor IT environments to maximize IT infrastructure availability at an effective cost.

IBM Enhanced Technical Support Services are adequate for all size companies, that manage complex IT environments with products and software from multiple vendors, usually managing a variety of support contracts as well.

Values for the clients:

- > A resilient infrastructure with minimized risk of disruption
- > Proactive advices and guidance to pre-empt problems
- > Maximized availability of complex IT infrastructure
- > Timely access for collective IBM expertise and support
- > Fast and committed response-time for emergency situations (Sev. 1)
- > An effective way of managing Total Cost of Ownership and unlocking resources

Ordering/fulfilment information

Ordering / fulfilment information has been provided to Distributors in plet number ZU11-0353 and to Tier 1 Business Partners in plet number ZV11-0300.

Additional information/condition

The following Standard Terms and Conditions apply:

- IBM accepts no liability for any consequential tax or social security liability of either the end user benefitting from the incentive or the Business Partner.
- IBM Business Partner Agreement (BPA)
- IBM reserves the right to modify or withdraw this program at any time.
- This program is void wherever prohibited or restricted by Law.

History of Revisions

Date of revisions	Details of revisions	Effective date of change
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