

## IBM STANDARD OEM REFERENCE SHEET

**DESCRIPTION** The IBM Standard OEM initiative is designed for Business Partners that develop and sell business solutions that contain integrated IBM middleware software. This initiative is implemented via a direct contract between IBM and the Business Partner. Under this contract, IBM will provide a master copy of each IBM middleware software program, that the Business Partner will copy and integrate with their software application into their solution(s).

The Business Partner is required to make a revenue commitment in order to qualify for a discounted price under this initiative. The discounts for Programs and Maintenance Renewals will be based on the Business Partner's revenue commitment and on the size of their initial purchase.

**BENEFITS**

- The Business Partner owns the customer relationship for their solution
- Prices for Programs and Maintenance Renewals are protected for the 1 year term of the contract
- IBM provides telephone defect support to the Business Partner for the IBM middleware software licenses covered under Maintenance
- Low barrier for entry into the initiative
- -No initial purchase is required

**TARGET AUDIENCE**

- Business Partners that sell solutions to customers that are based on their own value add and are built around, or designed to operate on, IBM middleware software
- Business Partners that are capable of identifying and pursuing new customer opportunities
- Business Partners that have the in-house capability to replicate IBM licensed code and integrate it with their value add into a solution.

**CRITERIA TO PARTICIPATE** To qualify for participation in the IBM Standard OEM initiative a Business Partner must:

- Have a value add that is of higher value than the IBM middleware software that they will sell as part of their solution
- Agree to market the IBM middleware software only as part of their solution
- Agree to be the entire interface to their customers for support of the IBM middleware software, and provide support as specified in the OEM Agreement

**CONTRACT STIPULATION** Business Partners must accept the terms and conditions of the IBM OEM Software Agreement (Base Agreement, Transaction Document(s), and applicable Attachment(s)), and the terms and processes contained in the IBM Standard OEM Operations Guide.