EMEA

Quick Launch for e-business Ventures

Business Partner / Project Office / Process Document

11/14/2000

Please contact the EMEA Quick Launch Project Office if you have questions :

QuickLaunch@fr.ibm.com

Or visit the EMEA Quick Launch Web Site:

www.ibm.com/solutions/netgeneration/emea/quicklaunch

All the forms necessary for participation in the Quick Launch offering are located in the Channel News & Information database on PartnerInfo.
On the PartnerInfo home page, select System Shortcuts, Country/Region Channel News and Information, select country and then select Programs and Support. Select "Quick Launch for e-business Ventures - EMEA.

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Abbreviations:

BP	Quick Launch Business Partner (Customer Facing)
IGF	IBM Global Financing
SL	IBM Support Line
VAE	Value Added Enhancement

Overview

IBM Quick Launch for e-business Ventures

The Offer

The IBM Quick Launch for e-business Ventures (Quick Launch) offering is for qualifying startup Internet-based companies. It is intended to help end users developing their business on IBM hardware and software minimize up front investments and maximize cash flow. The Quick Launch offering includes

IBM Global Financing (IGF) ,IBM software ,and IBM Support Line options on

eligible IBM hardware and software base components .

For details of eligible products, refer to announcement letter ZA 000-363.

IBM Business Partner Participation

All IBM Business Partners who are approved to market eligible products may participate in Quick Launch. Business Partners who intend to participate and actively market the offering benefits to their end user customers are asked to register their participation by contacting the Emea Quick Launch Project Office. Registered Business Partners will benefit from direct communications from IBM related to Quick Launch customer offerings and procedures.

As qualifying Quick Launch end user customers will be required to integrate IBM e-Business software into their solutions, IBM Business Partner - **Solution Providers** who are approved for one of the following e-business Value Added Enhancements (**VAE**) are specifically encouraged to register their participation in the Quick Launch program :

- e-business Electronic Commerce Solutions (T002)
- e-business Web Application Server Solutions (T003)
- e-business Lotus Domino Solutions (T004)

IBM Business Partner -- Distributors should ensure that their IBM Business Partner -- Solution Provider customers are aware of the benefits of the Quick Launch offering.

End-User Qualification

The Quick Launch offering is targeted at start-up "Net Generation" companies which

- have been in business less than four years as of the purchase date of the base hardware;
- are privately funded;
- acquire at least the minimum specified IBM hardware and software;
- agree to be an IBM reference when in production mode
- agree to use in his solution at least one of the 3 following IBM software products:
  - IBM WEBSPHERE Application SERVER
  - LOTUS DOMINO Application SERVER
  - IBM Universal Data Base (UDB / DB2)

  - have not used Quick Launch previously
- have the WEB as their primary sales outlet

    or

  manage a revenue generating network, provide end-user solutions that connect to and utilize the network, and provide solutions in the form of:
  - Internet access;
  - Web, e-commerce, or application hosting; or
  - Internet, intranet, or extranet services.

- Companies who wish to take advantage of the Quick Launch financing option must Also meet specific financing criteria.

Where is it available?

The EMEA Quick Launch offering is available to qualified end users only in the following countries :
Denmark, Finland, Norway, Sweden, Israel, UK, Netherlands, Ireland, Italy, Portugal, Spain, Austria, Germany, Switzerland, Belgium, France**.**

EMEA Quick Launch Project Office

An EMEA Quick Launch Project Office has been established as the IBM point of control for the Quick Launch offering. This Project Office will accept Business Partner registrations and end-user nominations and administer various elements of the Quick Launch offering.

All the forms necessary for participation in the Quick Launch offering are located in the Channel News & Information database on PartnerInfo.

On the PartnerInfo home page, select System Shortcuts, Country/Region Channel News and Information, select country and then select Programs and Support. Select "Quick Launch for e-business Ventures - EMEA.

Business Partners can contact the Project Office by sending an e-mail to QuickLaunch@fr.ibm.com .

Business Partners may register their participation in Quick Launch by completing and submitting the Quick Launch Business Partner Registration Form, which can be found in PartnerInfo or requested from the EMEA Project Office.

Quick Launch offering administrative details will be sent to Business Partners within two business days after the Registration Form is received by the EMEA Quick Launch Project Office.

IBM Business Partners who wish to nominate and register their end user customers for Quick Launch qualification may do so by completing and submitting the End-User Nomination Form to the EMEA Quick Launch Project Office. Business Partners will be notified within two business days of:

a) the end user's qualification for the Quick Launch offering,

b) the end user's unique Quick Launch control number.

It is recommended that end-user registration is completed and confirmed prior to submitting an order for Quick Launch eligible products. If the end user plans to take advantage of the IBM Global Financing (IGF) Option the Business Partner should ensure the end user has a verifiable Dun & Bradstreet number or equivalent .

Additional Information- Product ordering

Normal ordering procedures apply for eligible IBM e(logo)Server iSeries (AS/400) and IBM e(logo)Server pSeries 600 (RS/6000) acquired for supply to end users who take advantage of the Quick Launch offering .Normal delivery schedules apply.

IBM e(logo)Server iSeries , xSeries , pSeries,
IBM RS/6000 ,IBM AS/400 ,IBM Storage and IBM Netfinity

products purchased from IBM which are subsequently re-sold to qualifying Quick Launch end user customers who take advantage of the Quick Launch IGF Option do NOT qualify for any promotion or marketing program discount, rebate, credit, trade-in payment, or other offering. Specifically, Business Partners should note that discounts related to the IBM RS/6000 "Acquisition and Retention Program" and the IBM AS/400 New Placement Program are not available on such products.

To ensure correct discounts are applied at product order time, Business Partners should confirm, on the PartnerCommerce Servers Order Form, whether the end user is a registered Quick Launch company, intending to take advantage of the IGF Quick Launch financing option, and quote the end user Quick Launch registration number.

Business Partner orders for eligible IBM Netfinity server, e(logo)Server xSeries products and associated IBM Storage products, for supply to qualifying Quick Launch end user customers, should be placed using the **country PSG Special Bids process** .

IBM reserves the right to modify or withdraw this offering at any time.

Base Hardware and Software Components

To take advantage of IBM's Quick Launch offering options, a qualifying

end user must acquire at least one eligible server from IBM or an Business Partner . In addition, a qualifying end user must also acquire a production license for at least one IBM DB2, IBM WebSphere, or LOTUS Domino software product.

Base Hardware and Software components must be acquired within

a single three-month period that starts with the purchase date (as indicated on the purchase invoice/bill of sale or lease supplement) of the first eligible server acquired. Products acquired outside this three month period will not qualify for any Quick Launch options . Each qualified end user will have only one three-month period in which to acquire eligible products .

Eligible Hardware

RS/6000 , pSeries :

Description	Model	Feature
RS/6000 Server	44P	Any
RS/6000 Server	M80	Any
RS/6000 Server	F80	Any
RS/6000 Server	H80	Any
RS/6000 Server	B50	Any
IBM e(logo)server pSeries	640	Any

NETFINITY :

Server Type	Additional Required Options Revenue to Qualify
eserver xSeries 330	None
Netfinity 4500R	additional 1x options revenue (1 times the value of the base system)
eserver xSeries 340	additional 1x options revenue (1 times the value of the base system)
Netfinity 5100	additional 1x options revenue (1 times the value of the base system)
Netfinity 6000R	additional 1.5x options revenue (1.5 times the value of the base system)
Netfinity 8500R	additional 1.5x options revenue (1.5 times the value of the base system)
eserver xSeries 135 (Linux appliance)	None

AS/400, iSeries :

	Type	Mod	Features	
IBM eServer iSeries_____	9406	270	2248,2250,2252,2253	anyPN
IBM eServer iSeries_____	9406	270	2422,2423,2424	anyPN
IBM eServer iSeries_____	9406	820	2425,2426	anyPN

STORAGE :

IBM expandable storage +	2104	DL1/TL1	ONLY FULLY CONFIGURED with 18.2 or 36 GB drives
IBM expandable storage +	2104	DU3/TU3	
IBM SAN switches	2109	S08,S16	
IBM serial disk system	7133	D40	
IBM hammershack	7139	111	ONLY IF BUNDLED with 7133 D40
IBM FAST T200	8542	1RX/3RX	

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Eligible IBM and LOTUS Software

Evaluation License Software Products

Eligible Quick Launch End Users are authorized to receive a 12-month subscription to the IBM DeveloperToolbox - Enterprise Level at no charge. This provides evaluation and development copies of most major IBM e-business software. IBM will deliver an initial Developers Toolbox, and enroll the end user, with the initial shipment of eligible servers. A complete list of available software and periodic updates will be delivered by CDROM and through the IBM DeveloperToolbox Web site "www.developer.ibm.com/devcon/".

Business Partners can request the DeveloperToolbox - Enterprise Level by selecting it in the Customer Nomination form .

Production License Software Products

Qualifying end users can acquire, and finance, eligible Lotus/IBM Passport Advantage software during the Quick Launch offering period (3 months from acceptance of the Financing contract/invoice date of first server installation) and receive substantial discounts. All Passport software is eligible except for the IBM Commerce Integrator software.

Eligible production-licensed software acquired at the same time as the initial server will receive the equivalent of Contract Option Suggested Volume Price (SVP) level G pricing. Eligible production-licensed software acquired after the initial server, but within the three month period will receive the equivalent of Contract Option SVP level E pricing. Products acquired after three months period will receive normal pricing.

The prices established for the orders under this program are final, a combination with any other special pricing, promotion, or offering is not possible.

The Quick Launch Project Office will establish and communicate the exact start and end date of the 3 month period directly to the Business Partner involved in the negotiation.

IBM Global Financing (IGF) Option

End users who qualify for financing from IGF under the Quick Launch offering will be able to finance the cost of eligible IBM hardware and software. All acquisitions must be made within a three-month period. The financing will be offered to end users through Business Partners ,or IBM , using existing IGF processes.

At the initiation of the financing agreement, IGF will pay the Business Partners the amount invoiced to the end user for the eligible hardware/software.

Qualifying end users can finance their acquisitions under the following conditions:

• Under the terms of the Quick Launch offering, the customer may acquire a maximum of ten eligible servers through the IGF Option

• There is a maximum credit limit of $400,000 U.S.

• There is a minimum financed amount of $50,000 U.S.

• Financing period is 24 months

• Payments will be deferred three months from initial hardware purchase date.

• End users must make 21 monthly payments or 7 quarterly payments after the three-month deferral period.
The first payment will consist of the first monthly/quarterly lease payment plus 25% of the financed amount.

• Any eligible hardware or software acquisitions made within three months of the initial hardware purchase date can be included in the financing from IGF. Eligible acquisitions will accrue during the three-month deferral period with the 25% calculated on the aggregated total. Purchases made in month 3 after the initial purchase will only have one month deferred payment

Hardware financing is a fair market value lease which gives the end user the following options at the end of the initial lease term, i.e.:

• Return the hardware to IGF;
• Purchase the hardware at fair market value, in countries where permitted by local regulations.
• Renew the hardware lease for a 1, 2, or 3 year term at fair market value; or
• Extend the lease on a month-to-month basis at the current rental rate.

End users will have a paid-up license at the conclusion of the initial financing terms for software financed under this offering.

IBM Support Line Option

For qualifying Quick Launch customers , IBM Support Line (SL) offers the following specific remote technical support from IBM Global Services (IGS) :

1. Support covers the Quick Launch eligible software platforms and the following products : WEBSPHERE family (WAS + COMMERCE) + DB2 for one year .

2. Domino is not currently available . A further statement on support offering for Domino will be made at a later date .
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3. Based price is 6K$ for a one year subscription and for a maximum of 5 servers .

4. If support (SL) Option is subscribed at the starting date of the Quick Launch agreement , then there is a 25 % discount .
If Option is subscribed during the 3 months period starting from the beginning, then a 10 % discount applies .

5. The offer applies only to Hardware specified in the Quick Launch list (SL groups A and B).

6. The support is for normal business hours. 24X7 support (where available)can be purchased for a 40% price uplift.

7. The price applies to up to and including 5 servers. Each additional server up to and including 10 servers is 800$. Bigger configurations will be handled separately.

Note : This service cannot be financed by the IGF Quick Launch Option.

The Quick Launch project office must be contacted for requesting this option by using the Customer Nomination form , in the 'Other Information ' section .

The Project Office will pass the required information (see below) to the established IGS contact points. IGS will initiate the appropriate procedures to supply the support contract. All further communications about that contract will refer to the specific QL Control Number assigned and communicated to IGS by the Project Office :
Information passed to IGS :

- QL Business Partner registration form
- QL Customer Nomination form including the date of acceptance and the QL control number .

Business Partner Registration Process

1. The Business Partner can obtain the Business Partner Registration Form from a number of different sources. They can get it from the Quick Launch Project Office, their IBM client Representative (CRBP), from IBM or the Business Partner Library within PartnerInfo.

   Note : All the forms necessary for participation in the Quick Launch offering are located in the Channel News & Information database on PartnerInfo.

   On the PartnerInfo home page, select System Shortcuts, Country/Region Channel News and Information, select country and then select Programs and Support. Select "Quick Launch for e-business Ventures - EMEA.

2. The Business Partner completes and sends the Registration form electronically to the EMEA Quick Launch Project Office at QuickLaunch@fr.ibm.com.

3. The Quick Launch Project Office will validate the registration request by verifying that:

   a. The form is complete and distributor(s) are identified where applicable; and

   b. The Business Partner is approved to market the eligible products.

   If there are any issues with the Business Partner registration, the Quick Launch Project Office lead will work with IBM Business Partner Operations, the Business Partner, and the Business Partner's Distributor (if applicable) to get the issues resolved.

4. An e-mail will be sent to the Business Partner, with a copy to the Distributor(if applicable) , with the results of the registration request.

5. The expectation is that the Business Partner will be notified of the registration's acceptance within 2 days of the Quick Launch Project Office receiving the Business Partner registration form.

Customer Nomination Process

1. The Business Partner , or the Customer , completes and sends the Customer Nomination form and the software spread sheet file , electronically to the Quick Launch Project Office.

2. The Quick Launch Project Office will validate the registration request by:

   a. Verifying that the customer nomination is complete and that the Business Partner has indicated that the customer qualifies for Quick Launch.

   b. Verifying that the customer is not currently or previously enrolled in the Quick Launch Program

   c. If there are any issues, the Quick Launch Project Office will work with the Business Partner and their Distributor (if appropriate) to attempt to resolve them.

3. An e-mail will be sent to the Business Partner, with a copy to their Distributor (if appropriate), with the results of the nomination. If the nomination is denied the Business Partner and the Distributor if appropriate will be notified . If the nomination is accepted, the Quick Launch Customer Control Number and the date of acceptance will be added to the Customer Nomination Form and included in the e-mail sent to the Business Partner and Distributor.

4. The expectation is that the Business Partner will be notified of the customer's nomination acceptance within 2 days of the Quick Launch Project Office receiving the Customer Nomination Form.

5. If the customer has indicated to the Business Partner that they would like IGF financing, the Business Partner will work with the customer to ensure that the customer has a verifiable Dun & Bradstreet number or equivalent

6. The Quick Launch Project Office will send a notification to the Business Partner about the start and end date of the 3 months period .

Note : When **Netfinity or xSeries** servers are requested to be financed under the Quick Launch offering , then an additionnal step will be performed with the PSG brand manager. This process may delay the approval and take longer than 2 business days.

The Project Office will review all nominations for assessed risk and give approval priority to hosters , ASPs and other SPs .

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Quick Launch Project Office Review

Questions relating to product eligibility for Quick Launch offerings can be directed by Business Partners to the EMEA Quick Launch Project Office.

The Project Office will perform a "pre-order" verification if required, but Business Partners should ensure that all normal required IBM configurator checks are performed. The Project Office verification will only indicate if the ordered products are eligible for Quick Launch offerings.

Note that the Quick Launch Project Office must review the software ordering configurations to ensure that correct pricing is used for Production Software products selected by the Customer.

IGF Financing Process

1. If the customer indicates that they will want financing, the Business Partner should work with the customer to make sure that they have a verifiable D & B Number or equivalent . If this is not the case, the Business Partner should let the customer know that this is a requirement to finance under Quick Launch and they should contact Dun & Bradstreet or equivalent organization early to avoid any delays in their financing.

2. If the Business Partner has indicated that the customer will want financing, the Quick Launch Project Office will inform the relevant country/region IGF contact and confirm that the Business Partner and the Customer are both approved as qualifying for Quick Launch.

3. Country IGF will handle this as a "business as usual " financing deal and sign normal financing contracts.

4. Country IGF should price the deal in line with the GFGL 00.33

5. From a credit point of view, customers for this offering will have failed normal credit checks, but as a minimum they must satisfy the following requirements:

   Existence of the applicant's business must be externally verified (e.g. by checking with Dun & Bradstreet or equivalent). This verification should confirm the address and phone number. The Business Partner should already have ensured this is the case.

   The customer should have no suits/liens/judgements and no bankruptcies in the applicant's history

   These checks to be performed by country credit.

   In addition to these checks by credit, the IGF salesman and/or credit are required to review the business plans, approve it as a reasonable prospect with an expectation of payback and a reasonable risk for IGF to take. If these checks do not determine it as reasonable, it should be rejected.

   Note : The IGF NetGen contacts are listed in the GFGL 00.33

6. IGF will inform the BP and/or the Customer for credit acceptance .

7. IGF will inform the Quick Launch Project Office about :
   - Credit accepted or not
   - Date of lease inception
   - Amount of Lease split per IBM Brand , in value .

Software Ordering Process

The Business Partner, in working with a customer, will determine the evaluation and production level software that this customer requires. A customer could likely require both evaluation and production software. The Customer and Business Partner will develop their schedule and the specific software that is to be installed on each system ordered.

Evaluation Software

Eligible Quick Launch end user customers are authorized to receive a 12-month subscription to the IBM DeveloperToolbox- Enterprise Level at no charge. This provides evaluation and development copies of most major IBM e-business Software. A complete list of available software and periodic updates will be delivered by CDROM and through the IBM DeveloperToolbox website "www.developer.ibm.com/devcon/".

Evaluation Software Ordering - Process for all Business Partners
1. For qualifying customers, the participating Business Partner will order the evaluation software Developer Toolbox by choosing this option on the Customer Nomination form .

2. The Quick Launch Project Office will order one retail subscription of the DeveloperToolbox as it exists at the time of the order and send an e-mail order confirmation to the customer and the Business Partner. This subscription includes the following:

   - An ID and password to download all contents of the DeveloperToolbox good for twelve months.
   - A one year subscription to the DeveloperToolbox CD set.
   - A one year subscription to the DeveloperToolbox Technical magazine.

The DeveloperToolbox should arrive at the customers location within 5 business days. The customer will receive their ID and password which will enable them to access the website and download software within 48 business hours of registration.

Production Software

Qualifying end users can acquire and finance all IBM/Lotus Passport Advantage Software* during the Quick Launch offering period (3 months from acceptance of the Financing contract/invoice date of first server installation) and receive substantial discounts.

*IBM Commerce Integrator is not eligible under this offering.

Production Licenses for End User Customers - Process for All Business Partners

Qualifying customers participating in the Quick Launch Program are required to order software licenses with Software Subscription prior to placing the Eligible IBM / Lotus Products into productive use. Order(s) placed during the Quick Launch offering period will generally be placed under the Passport Advantage Volume Purchase Option, and will receive 'Special' consideration. For this reason, a Special bid will be entered in the Special bid tool prior to the BP's order entry.

The Business Partner must establish whether the customer that they are working with already has a Passport Advantage relationship in place. If so, software must be ordered with the part numbers available under the customer's existing contract.
 If the customer has a VPO relationship in place they would order the VPO part number, but would receive the special prices as described above.

For Customers not having a Passport Advantage relationship in place, a Passport Advantage enrollment, following standard procedure, should be initiated by the Business Partner before sending the customer nomination form to the Quick Launch Project office.

When the customer is ready to place the order to put the eligible IBM / Lotus software product into productive use, the following procedure applies:

1. The Business Partner sends the Quick Launch Project Office the completed customer nomination form with an attached spreadsheet file (123 or Excel), which includes all necessary software order data as developed for this customer situation. The customer nomination form must include the Passport Advantage Agreement number. The spreadsheet must include the part numbers according to the contractual status of the customer (VPO for new PA customers, VPO, CO or, exceptionally CEO, for existing PA customers). The Business Partner also includes the prices offered to the customer either for level G, if the software is ordered at the initial Quick Launch order or level E, if the software is ordered later during the 3 month period.

2. The Quick Launch Project Office verifies the overall Quick launch qualification, and returns to the Business Partner the Quick launch control number.

3. The Quick Launch Project Office verifies the Software pricing in the Lotus Price Book . If the criteria are met, the Quick Launch Project office opens a Special bid entry in the Special bid

database attaching the spreadsheet with the order information. This generates a special bid ref. number which the Quick Launch Project Office will send to the Business Partner.

4. The Business Partner will place the order with their chosen distributor ensuring the special bid ref. no.is listed.

5. As soon as the Quick Launch offering period start date is established, the Quick Launch project office will communicate it to the Business Partner.

Quick Launch for e-business Ventures

Appendix - Forms

Quick Launch for EMEA - Business Partner Registration

Please e-mail this form to *QuickLaunch@fr.ibm.com*

Please register my company to participate in the IBM Quick Launch for e-business Ventures (Quick Launch) program.

* mandatory information

*Business Partner IBM Customer Number (if applicable)
*Company Name
*Address
*Postal Code   *City
*Country
*Name of main contact
*e-mail address
*Telephone number   Fax number

IBM products (hardware, software) that you market

- ❑ eServer pSeries (RS/6000)
- ❑ Software
- ❑ eServer iSeries (AS400)
- ❑ Storage products
- ❑ eServer xSeries (Netfinity)
- ❑ Other _____

IBM e-business Value Added Enhancements (VAE), if any available

Our company has the following approved e-business VAEs (mark all that apply):

e-business Electronic Commerce Solutions (T002)   ❑

e-business Web Application Server Solutions (T003)   ❑

e-business Lotus Domino Solutions (T004)   ❑

Any other IBM certifications, please indicate here _____

*Distributor name, if applicable _____

*Submitting Executive Name   *Date
*Submitting Executive Title

Quick Launch for EMEA - Customer Nomination

Please e-mail this form to *QuickLaunch@fr.ibm.com*

Customer Information

* mandatory information

*Customer Company Name
*Customer Contact Name   *Title
Dun & Bradstreet D-U-N-S number (or equivalent company registration) (*, if IBM Financing chosen)
*Address
*Postal Code   *City
*Country
*Company URL   *Contact e-mail address
*Contact phone number   Fax number

IBM Business Partner Information (if applicable)

*Business Partner IBM Customer Number (if applicable)
*Business Partner Name
*Business Partner Contact name (nominating this customer request)
* Contact phone number   * contact e-mail address

Complete this part if a 2nd Business Partner will supply products as part of the same Quick Launch offering.

*Business Partner IBM Customer Number (if applicable)
*Business Partner Name
*Business Partner Contact name (nominating this customer request)
* Contact phone number   * contact e-mail address

IBM Client Representative (if applicable)

*Name

Customer Nomination

1. Company has been in business for less than 4 years ? (Yes/No) _____
   Date incorporated or registered _____

2. Company is privately funded (pre-IPO) ? (Yes/No) _____

3. Company's *primary* sales outlet is the Web or company provides Web-based solutions (e.g. Internet access, e-commerce, application hosting, portal) ? (Yes/No) _____

4. Company is planning to develop their site/service using IBM hardware and software (DB2, WebSphere and/or Domino)?   (Yes/No)   _____
   Planned hardware system usage   _____
   Planned software usage   _____
   Database software   _____
   Web Server software   _____
   Collaboration/messaging software   _____
   Other software   _____

5. Company agrees to be an IBM marketing reference when in production (Yes/No)? _____

6. Briefly describe the customer's Internet-based business model
   _____
   _____

This is to certify that, to the best of my knowledge, the above information is accurate

*Customer: Name of Certifying Person
*Customer: Title of Certifying Person   *Date

Chosen Quick Launch offering

IBM Global Financing

Does the customer plan to finance through IBM Global Finance?   (Yes/No) _____

IBM e-business software for evaluation and development

Does the customer wish to receive a 12 months subscription to the IBM Developer Toolbox - Enterprise level   (Yes/No) _____

Requested IBM Production Software

If the customer is already in IBM/Lotus Passport Advantage customer, please confirm the Passport Advantage Agreement No. _____

Please include all software order data in the spreadsheet file "Quick Launch Software" and send it with this form to the Quick Launch Project Office.

Requested IBM Servers/Storage Products

eServer Type	Machine Type	Model	Part Number	Configuration Options

IBM Support Line

The customer plans to take advantage of a discounted IBM Support Line offering (12 months remote technical software support)?   (Yes/No) _____