



**tikkertape**  
TURNING INCENTIVES INTO INCOME

## Introduction Guide

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IBM Software Incentive Programmes

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TikkerTape Incentive Management

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## **IBM Software Incentive programmes**

CVR Sales  
CVR Sales Assist  
CVR Focus Enterprise & Commercial  
CVR New Client  
CVR Solutions  
SaaS Deal Registration

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How TikkerTape can assist making most of all IBM Software  
Incentive programmes

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Advantages of working with TikkerTape

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## Who We Are\_

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TikkerTape was established in 2006 as a specialist business managing the older SVI, VAP for Government and other software group incentives for IBM Business Partners.

We now manage all the different IBM Software Incentive Programmes for all over 125 partners worldwide, from multinational system integrators through to specialist niche partners.

Our service covers all aspects of the program providing:

- Expertise and comprehensive knowledge of the programmes available to all employees of our clients as and when they need it
- Complete systems management of the all the deal registration & claims processes (and its management) within the IBM systems
- Support and checking of all materials and communications being passed to IBM (regarding the incentive programs)
- A weekly status report for the client giving a snap shot of their opportunity positions

In 2009 the first clients in mainland Europe signed up & now we offer our services in a variety of different languages to business partners worldwide.

In January 2014 TikkerTape North America was launched with a dedicated US based account manager for our 30+ North American partners.

## CVR – Channel Value Reward\_

CVR is the umbrella program for the different IBM incentive programmes. It replaced the known IBM programs SVI, VAP Government, BPLM Enhanced, SVP New & Reactivated incentive and also the VAP Solutions and SVP Solutions and Capability incentives.

One advantage of the new program simplification is that the incentive percentages are now simplified:

End User Designation	Incentive Percentage
BP Led	25% (if identified by BP) 15% (if identified by IBM)
Co Led	15% (if identified by BP) 6% (if identified by IBM)
IBM Led	5% (if identified by BP) 3% (if identified by IBM)

The CVR programme is independent of fulfilment, so even when IBM transact directly, or another IBM partner books the deal, the partner that has CVR eligibility can still apply for the CVR payment (not applicable with government end users).

Although the programme is now called CVR, there are several different versions of CVR. These do not differ from a percentage perspective but from an operational and compliance requirement point of view:

### **CVR Sales (for commercial customers):**

Applies to all deals you transact and have a successful deal registration for.

### **CVR Sales (for government customers and 'GOE' end users):**

Applies to all deals you transact and have a successful deal registration for. The incentive will be paid as an 'instant rebate' via your distributor when you place the order. Sales evidence will always be required.

### **CVR Sales Assist:**

Applies to all deals that you have successfully registered and influenced, but IBM or another partner places the order. In order to receive the payment the partner has to claim using the IBM systems. Sales evidence will always be required.

(above only applies on on-premise deals)

## CVR – Channel Value Reward\_

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In addition to the aforementioned CVR incentives, the following additional programmes can be used to further increase the incentive pay-outs:

### **CVR New Client:**

**Additional 10%** on deals with new clients. (New client is defined as a customer who has not purchased any IBM products over \$10k in the last 36 months), The BP must transact the deal with the successful CVR registration and claim.

### **CVR Solutions**

Incentive for partners reselling pre-agreed solutions based around IBM technology.

Unlike the SVP Capability & Solutions and VAP Solutions incentives the new programme will not affect the other incentive payments anymore (SVI payments were halved and VAP Government was not applicable), so this incentive can be stacked with other incentives.

End User Designation	Incentive Percentage
BP Led	15%
Co Led	10%
IBM Led	5%

## Incentives on SaaS Deals\_

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IBM have separate incentives available for SaaS transactions. The percentage depends on the end user designation and who transacts the deal.

If IBM transact:

**CVR Sales Assist**, where sales evidence is always mandatory.

End User Designation	Incentive Percentage
BP Led	25% (if identified by BP) 15% (if identified by IBM)
Co Led	15% (if identified by BP) 6% (if identified by IBM)
IBM Led	5% (if identified by BP) 3% (if identified by IBM)

If the deal gets transacted by the BP:

**SaaS Deal Registration Incentive**; an additional 5% as an instant rebate through the distributor. This registration is tied to a specific PA Site, so the partner has to be confident against which site the deal will be booked.

Separate deal registration are required, if the partner is uncertain on who will be fulfilling the deal.

No incentive can be claimed, if another IBM partner transacts the deal.

## IBM Incentive Program Management\_

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TikkerTape will make sure that all available IBM Incentive Programmes are used as efficiently as possible, resulting in the highest possible incentive payments for you.

Not only can you rely on efficient and accurate deal registrations for the appropriate programmes, but you will also save time by handing it over to a company focused on IBM Incentive Programmes.

1) Complete end to end Management of the processes:

- Opportunity Registration for the appropriate programme(s)
- Reviewing all BANT criteria
- Management of the IBM GOE appeal processes (business partners need to ensure that the ownership structure of a customer is known to IBM, otherwise incentives may not become payable)
- Updates of all changes of incentive eligibility to the sales person
- Payment claims for closed deals for the appropriate deal registrations
- Reviewing all sales evidence and compliance criteria
- Managing all aspects of the IBM portals and systems
- Weekly status reports showing all registered deals and applicable incentives, & pending payment(s) (claims) for the management team

2) Regular updates on new (or changes to existing) IBM Incentive Programmes and how these can be used (in general and on a deal-to-deal basis)

3) Provision of expertise and experience as and when its needed

## Deal Registration\_

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### IBM Deal Registration

- 1) Train staff on incentive programmes, IBM Partnerworld & MySA
- 2) Keep up-to-date with program changes and new programmes
- 3) Keep IBM Partnerworld profiles up-to-date
- 4) Complete BANT form
- 5) Log in to MySA
- 6) Create opportunity
  - finding/create correct end user profile,
  - find IBM license details required
  - ensure that all is done in accordance to IBM compliance
- 7) Ensure all relevant criteria are correct
- 8) Ensure that deal is registered in time

### Deal Registration with TikkerTape:

- 1) **Provide IBM BANT form to TikkerTape**, who will:
    - Check all BANT criteria
    - Check which incentive programmes are applicable
    - Register the deal accordingly & accurately
- **Receive Confirmation of registration** with all relevant details (including an estimated incentive forecast, and important deal timelines)



## Payment Claims\_

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### IBM Payment Claim

- 1) Log in to MySA
- 2) Find the opportunity registered for the deal
- 3) Check all license details with the original registration
- 4) Check all pricing details per license and IBM brand family
- 5) Submit payment claim for the incentive payment
- 6) Check if opportunity is eligible for any other incentive payments and submit payment request for those too (repeat steps 3-5)
- 7) Ensure this is all done in a timely manner and according to program rules

### Payment Claim with TikkerTape:

- 1) **Provide deal details** to TikkerTape:
    - License details and pricing
    - End user details (IBM PA Site or Sales Order #)
- **Receive IBM Incentive Payment(s)**

## The Difference We Make\_

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### More Money

- We consult and in turn our clients understand the rules and optimize their returns
- Opportunities get loaded sooner and are registered and claimed accurately
- The BP gains competitive advantage

### Save Time

- No need to send people for training around IBM Incentive Programmes and the IBM portals and systems
- No need to go load, maintain, and claim opportunities
- No requirement to keep IBM portal user names and access up to date

### Improved Confidence & Morale

→ Sales Departments can concentrate on core tasks

*Rely on unique expertise.*

*The incentive programmes become a dependable revenue stream rather than an ad-hoc bonus.*

*No need to ever go into the IBM portals again!*

## Work With Us\_

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Very Simple Fee Structure:

*We will only charge 10% of the IBM Incentive Payment .*

*There are no other costs, that's it!*

## References\_

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**Neil Truby, Managing Director, Ardentia ([www.ardentia.com](http://www.ardentia.com))**

*“Before using TikkerTape, our biggest challenge was the reliability and consistency of the SVI programme revenue stream. We were initially reluctant to let an outside agency see our highly confidential sales pipeline and customer information, however, bringing TikkerTape in has been like having a new trusted member of the team. With TikkerTape on board they have resolved our SVI reliability issues, increased our profit and allayed our concerns around sharing our confidential data. As a result, I can highly recommend them for their professionalism, integrity and value of service.”*

**Sako Apar, Managing Director, DotGroup ([www.dotgroup.co.uk](http://www.dotgroup.co.uk))**

*“We came to become an IBM business partner when IBM acquired Infosphere. Having signed up for the Business Partner programme we rapidly found ourselves overwhelmed by the many programme details and subtleties. It also became very quickly apparent that SVI was going to be a critical programme to ensure our profitability and competitiveness. With all of this in mind I was delighted to be able to bring in experts with years of experience that could get us up and running so quickly and effortlessly. I would recommend TikkerTape to anyone else; their reputation for diligence and quality and breadth of support is well deserved.”*

**Dayn Kelly, Sales Operations Manager, Technogent ([www.technogent.com](http://www.technogent.com))**

*“We have been a customer of TikkerTape for the last year and find that their expertise and attention to detail to have significantly impacted the success of our IBM Software business. Leveraging the TikkerTape Team to help not only streamline the SVI submission/claim process, but to advise as to the many opportunity challenges and roadblocks has proven invaluable. With their assistance, we have been able to redirect our investment in resources and efforts to focus more on sales and less on administration. In the end, they have been instrumental in justifying the business practice that we continue to build around IBM Software and Services and positively impact the overall profitability of the brand.”*

Contact Us\_

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