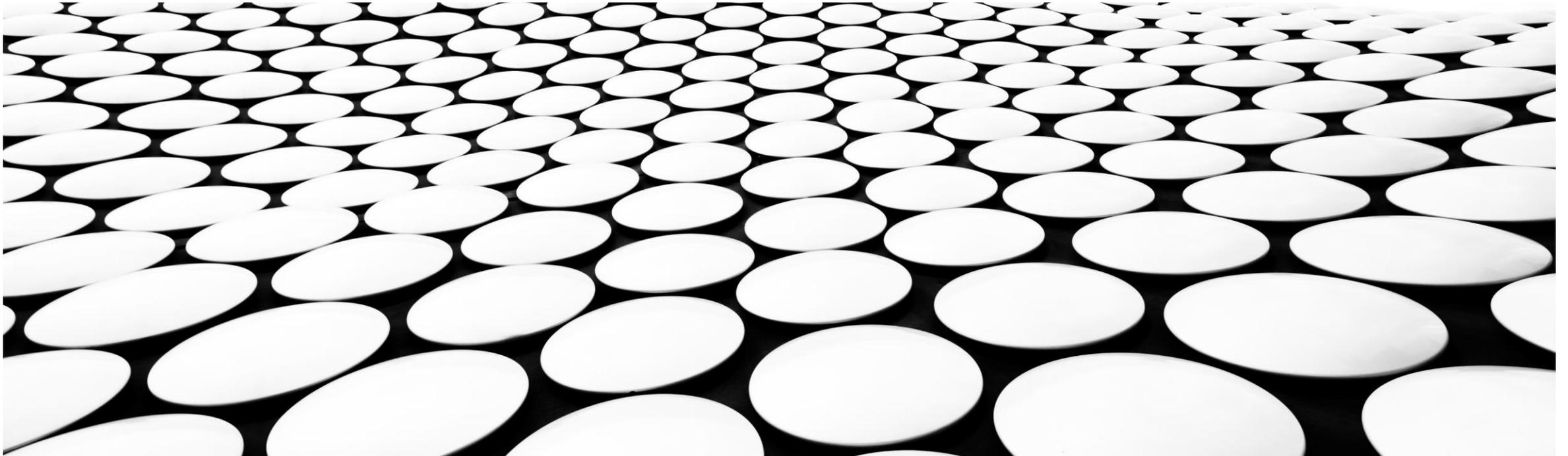


IBM EMBEDDED SOLUTION AGREEMENT (ESA)

APPLY FOR NEW ESA-TECHNOLOGY PARTNER RELATIONSHIP:

ESA VIA DISTRIBUTOR



If you are a new applicant in PartnerWorld, you need to first create an IBM PartnerWorld ID and register your company.

If you already have an IBM PartnerWorld ID and your company is registered in IBM PartnerWorld, you can skip to 2nd half of the instruction '**Step-by-Step Guide to Applying for ESA Relationship**', page 9.

1. STEP-BY-STEP GUIDE FOR A NEW APPLICANT

- OVERVIEW**
- CREATE IBM PARTNERWORLD ID**
- REGISTER YOUR COMPANY**

2. STEP-BY-STEP GUIDE TO APPLYING FOR ESA RELATIONSHIP

- ACCESS PARTNERWORLD PROFILE**
- APPLY FOR ESA TECHNOLOGY PARTNER RELATIONSHIP**

STEP-BY-STEP GUIDE FOR A NEW APPLICANT

This guide is for a first time applicant who has not yet registered your company within IBM PartnerWorld

If you and your company is already registered in IBM PartnerWorld please go to page 9

BECOME AN IBM ESA PARTNER TODAY!!

Go to www.ibm.com/partnerworld/esa to get started



Get a PW ID

Register Your Company

Apply for ESA via Distributor Relationship

Work w/ESA Distributor or IBM Seller for Solution Approval

1

2

3

4

If you already have an IBM ID move to step 2. Register your company

[Sign up for an IBM ID.](#) (see page 5 of this guide for related screens)

If your company is already registered you will only need to associate yourself. [Contact PartnerWorld](#) if you need assistance.

Applications must be completed by an individual authorized to sign agreements on behalf of the legal company. The individual registering the company will also register themselves as the Primary Relationship Contact (PRC) during this step. The PRC is responsible for assigning Authorized Profile Administrators (APAs).

To register your company, click this link → [Company Registration](#). If needed, sign in with your IBM ID and password. See pages 6-8 of this guide for related screens.

Obtain ESA Base Agreement

Choose offering attachment:

1. Programs (Software)
2. Cloud Services (XaaS)
3. Appliances sold as SW
4. IBM Hardware
5. IBM Services

Review Solution with ESA Distributor or IBM seller

Once solution is approved, you will then gain access to PW Benefits!

1. Create IBM PartnerWorld ID

To create an IBM ID, complete the following page and then click **'NEXT'**.

You will receive an email with a confirmation code

Retrieve the confirmation code from the email and paste into the 'Verification token' field and click **'Create account'** button to proceed.

Create your IBM account

Access to trials, demos, starter kits, services and APIs

Already have an IBM account? [Log in](#)

Sign up for an IBMid

1. Account information

E-mail ⓘ

Your email address will become your IBMid, which you'll use to log into IBM.com.

First name

Last name

Password

– 8 characters minimum

– One lowercase character

– One uppercase character

– One number

Country or region of residence

Next

2. Verify email

We emailed a 7 digit code to
Johndoe@email.com

This code will expire in 30 minutes.

Verification token

1234567

Didn't receive the email? Check your spam filter for an email from ibmacct@iam.ibm.com.

[Resend code](#)

IBM may use my contact data to keep me informed of products, services and offerings:

by email.

You can withdraw your marketing consent at any time by sending an email to netsupp@us.ibm.com. Also you may unsubscribe from receiving marketing emails by clicking the unsubscribe link in each such email.

More information on our processing can be found in the [IBM Privacy Statement](#). By submitting this form, I acknowledge that I have read and understand the IBM Privacy Statement.

I accept the product [Terms and Conditions](#) of this registration form.

Create account

2. Register your company

You can register your firm by connecting to below link: <https://www.ibm.com/partnerworld/partnertools/reg2/simpleregistration>

Complete all required fields (marked with red asterisk). Accept the IBM Privacy statement then click **'Next'**.

The **'Next'** button will stay greyed out until all required information is entered.

Enter company name. Select your company if found and make any corrections on the form.

Type in the information if your company is not found. After completing each field allow for the page to refresh.

Note: A VAT ID is required for some countries.

PartnerWorld Application

Contact Information > Company Information > PartnerWorld Agreement > Confirmation

Tell us about yourself

Country of residence *

United States

First name : *

John

Last name : *

Doe

Email

musah76@naver.com

Job function *

Preferred language *

English - International

Privacy information

Please keep me informed of products, services and offerings from IBM companies worldwide.

By email

By telephone

By postal mail

I accept IBM's Privacy statement *

Next Save as draft Cancel and exit



PartnerWorld Application

Contact Information > Company Information > PartnerWorld Agreement > Confirmation

Company Information

Enter your company name, select the best match, then refine the results using the fields below. If not found, enter the correct information for your company.

Company Legal Name *

Country *

United States

State *

... Select one ...

City *

Address Line 1 *

Address Line 2

Postal code *

Company phone *

(No dashes, parenthesis, etc)

Company URL *

Federal Tax/GST/VAT ID

Previous Next Save as draft Cancel and exit

Read the PartnerWorld agreement then click **'I agree'** to accept the terms and conditions. Please note the **'Next'** button will stay greyed out until you have agreed or disagreed. **Note:** You will not be able to proceed unless you agree to the PartnerWorld Agreement. Click **'Next'** to go to the Confirmation page to review the information you have entered.

Review and confirm your profile details, and click **'Submit'** when ready to proceed. You will receive a confirmation number. Please keep this number for your records.

PartnerWorld application

Contact Information > Company Information > **PartnerWorld Agreement** > Confirmation >

Scroll down to review and accept the IBM PartnerWorld Agreement

 View and print(if required) the PartnerWorld Agreement

The first location you provide must be your Headquarters location for the Country where you do business. You can later add additional locations within the country.

IBM PartnerWorld Agreement - International

Basic General Terms

We welcome you as an IBM PartnerWorld participant. The purpose of PartnerWorld is to provide you with marketing, technical and development support related to IBM products and services.

PartnerWorld consists of the Member, Advanced and Premier levels. All PartnerWorld participants qualify at the Member level. You may qualify for the Advanced or Premier level by achieving the required number of points and meeting the minimum requirements for each of these levels as we specify on IBM's Internet PartnerWorld website (the "PartnerWorld Website"). PartnerWorld participants may use the title "IBM Business Partner". Upon our confirmation, participants meeting the requirements of the Advanced level may use the standard IBM Business Partner emblem and the IBM Advanced Business Partner title. Participants meeting the requirements of the Premier level may use the IBM Premier Business Partner emblem and IBM Premier Business Partner title. Usage of these titles and emblems is subject to the terms of this Agreement. In addition, participants may also be approved to use other IBM Business Partner titles and emblems. If you have authorization to use the IBM title and emblem under the terms of another relationship, you may continue to do so.

We provide you with benefits through your participation in PartnerWorld. Benefits are associated with the level you achieve. We specify the details

You accept the terms of the agreement for the legal entity of which you are a part by clicking on the "I agree" button. By doing so, you agree that you have read and agree to the terms and conditions of the IBM PartnerWorld agreement.

I agree I don't agree

PartnerWorld application

Contact Information > Company Information > **PartnerWorld Agreement** > Confirmation >

Confirm your information and submit, or go back to correct.

Tell us about yourself

Name :	Country of residence :
First Name	United States
Email :	Job function :
email@email.domain	Relationship Administration

Tell us about your Company

Company Legal Name :	Country :
New Registration	United States
City :	State :
City	Michigan
Address Line 1 :	Postal code :
7100 Registration Street	12345
Company URL :	Company Phone :
NONE	1112223333
Federal Tax/GST/VAT ID :	

Agreement statement

Acceptance date of agreement :	Accepted by :
2016-10-17 19:15:26	

Company Registration Complete

Confirmation

PartnerWorld application complete > Next Steps

Confirmation

Your change request(s) was/were received for processing. Please allow up to two (2) working days for requests to be approved by IBM. The following is/are the change request number(s) for this transaction. Please retain this number for future inquiries about this transaction.

Confirmation number

91z9o

Note the confirmation number for future reference.



Next steps

Now that you have finished your application, here are a few useful tools to help you get started.

You can immediately move to application page for ESA relationship by clicking this section (continue from page 11)



Apply for an Embedded Solution Agreement

for IBM Software only, acquired from a Distributor

→ Start the application

Apply for an IBM business relationship

Become authorized to market IBM Products and Services

→ Start the application

Extend your reach with IBM Marketplace

Go to market fast in our dynamic Business Partner ecosystem.

→ Visit the IBM Marketplace

Keep up to date with what's happening

You can set your communication preferences to tell us how you want to communicate with IBM as well as your areas of interest.

→ Set your communication preferences

STEP-BY-STEP GUIDE TO APPLY FOR ESA RELATIONSHIP

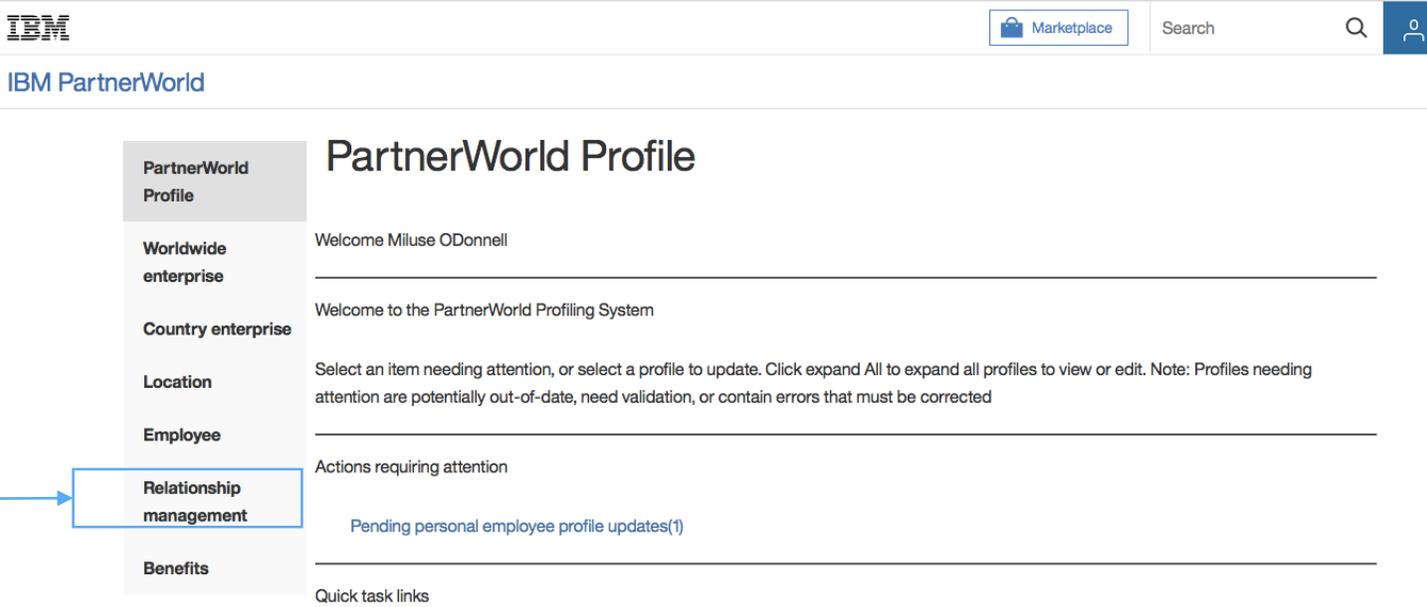
This section is to guide you how to apply for ESA Technology Partner via IBM Distributor relationship

3. Apply for IBM ESA-Technology Partner Relationship (ESA via Distributor)

Go to:

<https://www.ibm.com/partnerworld/partnertools/>

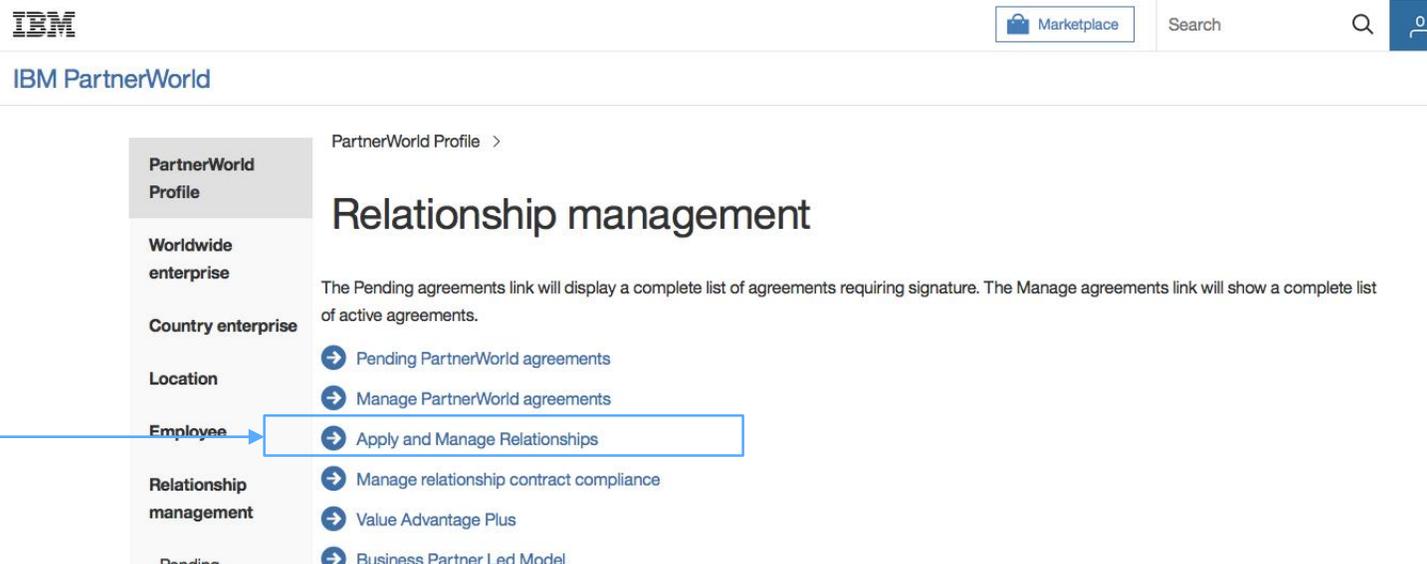
Access using your IBM PartnerWorld ID and Password



The screenshot shows the IBM PartnerWorld Profile page. The left sidebar contains a menu with the following items: PartnerWorld Profile, Worldwide enterprise, Country enterprise, Location, Employee, Relationship management, and Benefits. The 'Relationship management' item is highlighted with a blue box. The main content area displays the user's name 'Miluse O'Donnell', a welcome message, and a list of actions requiring attention, including 'Pending personal employee profile updates(1)'. The IBM logo and navigation links (Marketplace, Search) are visible at the top.

Click 'Relationship management'

Click 'Apply and Manage Relationships'



The screenshot shows the IBM PartnerWorld Relationship management page. The left sidebar contains a menu with the following items: PartnerWorld Profile, Worldwide enterprise, Country enterprise, Location, Employee, Relationship management, and Benefits. The 'Employee' item is highlighted with a blue box. The main content area displays the title 'Relationship management' and a list of links: Pending PartnerWorld agreements, Manage PartnerWorld agreements, Apply and Manage Relationships, Manage relationship contract compliance, Value Advantage Plus, and Business Partner Led Model. The 'Apply and Manage Relationships' link is highlighted with a blue box. The IBM logo and navigation links (Marketplace, Search) are visible at the top.

IBM PartnerWorld

PartnerWorld Profile > Relationship management > Apply and Manage Relationships > Conditions to be met before applying > Company details >

Manage Business Partner agreements

IBM PW - EMEA - UK (18z7gix4)

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the "Back" button on your browser to return to the previous page, or close the window or browser session that is displaying this page

Please complete as many details as possible to get the most appropriate information for your company from PartnerWorld

Relationships

Relationship type	Contract ID	Sales organization	Product groups	Relationship agreement status	IBM contracting country
Apply for a new relationship					

[Previous](#) [Cancel and exit](#)

Before continuing the application, ensure the company name shown matches your company's name as it [appears on your official business registration documents](#).

If you need to change the company legal name presented here please follow the user guide ['Change your legal name'](#).

If your company has multiple Country enterprises registered in PartnerWorld, select the appropriate Country Enterprise ID if you see the choice on the screen.

Note: Most companies will only have one Country Enterprise ID.

Click 'Apply for a new relationship'

Apply for a Business Relationship

NutCracker Warehouse(a0jyh)

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the "Back" button on your browser to return to the previous page, or close the window or browser session that is displaying this page

Please complete as many details as possible to get the most appropriate information for your company from PartnerWorld

Relationship type:*

ESA - via Distributor

[Click to view a description of the IBM relationship types](#)

[Select/Change Products and Services](#)

[Click to view information about IBM platforms and product groups](#)

Note that product groups that do not require certification have already been pre-selected

Select any additional products or services you would like to have included in your resell

+ Hardware

+ IBM Services

+ Software

Previous

Cancel and exit

Save as draft

Next

Hardware

Systems Hardware

ESA - via Distributor

Branded Systems Hardware

Unbranded Systems Hardware

IBM Services

IBM Services

ESA - via Distributor

IBM Services (Infrastructure and Security Services)

Software

Cloud Services

Cloud Aggregator / Distributor / Technology Broker:

... Select one ...

ESA - via Distributor

Cloud Services (XaaS)

Software

Cloud Aggregator / Distributor / Technology Broker:

... Select one ...

ESA - via Distributor

Appliances sold as Software (i.e. Netezza, Qradar, etc.)

Programs (Software)

Select 'ESA – via Distributor'. You can click on 'description of the IBM relationship types' for additional information.

Click 'Select/Change Products and Services'

Click '+' to expand the categories to see the Product Groups you may select.

Check the box beside each product for which you are applying.

Check ESA Technology Broker you will be working with.

Read and agree to 'Certification Statement'

Additional Documentation

NutCracker Warehouse(a0jyh)

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional. If you please use the "Back" button on your browser to return to the previous page, or close the window or browser session.

Please complete as many details as possible to get the most appropriate information for your company from Partner.

Certification statement

[Click to view and accept the certification statement](#)

Acceptance date of certification statement:*

Person who accepted

Submitter Information

First Name in English:
Hojung

Last Name in English:
Hwang

Name in local language:
황호정

Year of birth:*

... Select one ...

[Previous](#) [Cancel and exit](#) [Save as draft](#) [Submit](#)

Accept certification statement

Privacy notice:

- IBM and its subsidiaries will process, store, and in general manage Personal Information for purposes of assessing your company and its personnel and resources in connection with IBM's relationship with your company.
- In order to comply with the US Foreign Corrupt Practices Act and other applicable anti-corruption laws, IBM may use suppliers, including but not limited to Thomson Reuters, to conduct the adverse media checks, and other reviews to determine if your company or its personnel and other resources have not violated any laws or regulations. Thomson Reuters' Privacy Statements are described at [World-Check Privacy Statement](#) and [Thomson Reuters Privacy Statement](#).
- IBM's general privacy practices that apply to Personal Information IBM collects, uses and shares are described in the [IBM Privacy Statement](#)

Certification statement:

(a) You certify that you have furnished the answers to the questions in this Application truthfully and accurately and your company will advise IBM of any changes in the information provided within 30 days of the change becoming effective.

(b) You guarantee that you have provided the required notices and have obtained the necessary consent(s) to share any Personal Information provided with IBM from all the company employees cited, and that the provision of this Personal Information is in accordance with local law.

(c) You commit that your company will complete IBM integrity training, if directed to do so by IBM, and understand your company's IBM Business Partner Agreement can be terminated without notice if the Integrity Training requirement is not met within 30 days of your company's conditional activation of an IBM Business Partner relationship.

(d) You confirm that you are authorized by your company to accept and submit this application.

When you click on the button below to accept the certification statement, the date and person will be automatically recorded.

[I agree](#) [I don't agree](#)

click and accept Certification Statement

complete the page and click 'Submit'

Confirmation

Confirmation

Your change request(s) was/were received for processing. Please allow up to two (2) working days for requests to be approved by IBM. The following is number(s) for this transaction. Please retain this number for future inquiries about this transaction.

Confirmation number

95sh5

Your contract will be delivered to you via email for you to review and electronically accept.

This is the final page, confirming that your application has been submitted to IBM.

Please make a note of your **confirmation number**, so that you may track the progress of your application.

Your contract will be emailed to you for signature. In most countries Business Partners can accept the contract digitally via IBM eSign. You can view more information about IBM eSign [here](#).

4. Work with your ESA Distributor or IBM Seller for Solution Approval

In parallel, work with your IBM Representative and/or IBM Distributor/ESA Technology Broker to submit your business solution for review and approval.

ESA – Direct relationship will be activated within your Profile when all following actions have been completed:

- ESA Base Agreement contract signed
- Your solution have been reviewed and approved

