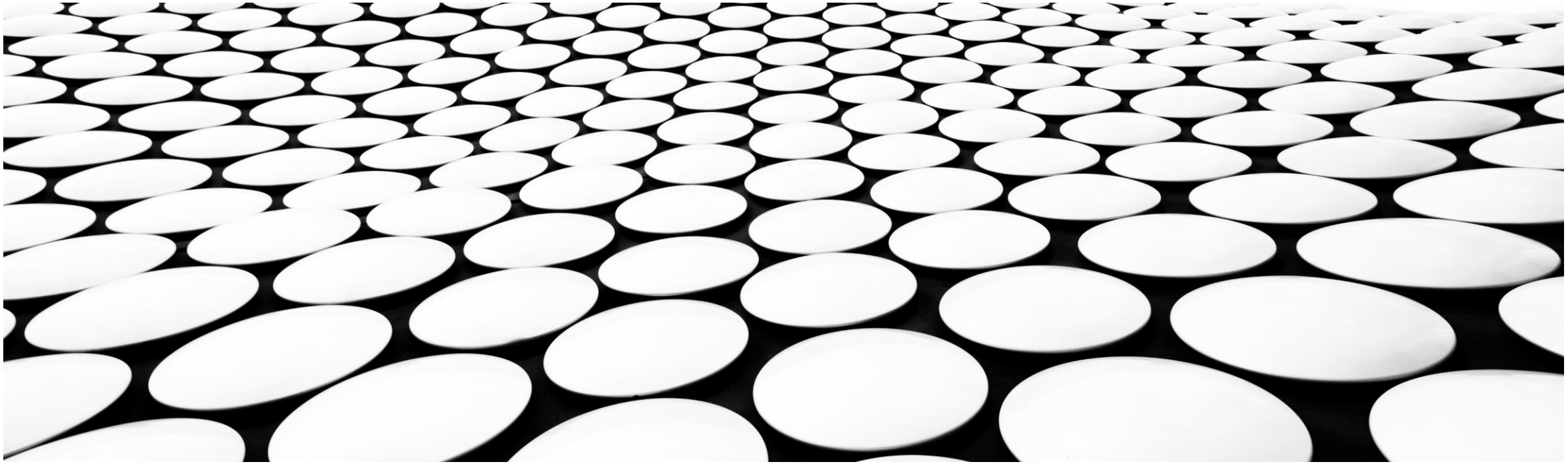
IBM EMBEDDED SOLUTION AGREEMENT (ESA)

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

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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

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BECOME AN IBM ESA PARTNER TODAY!!

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

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!

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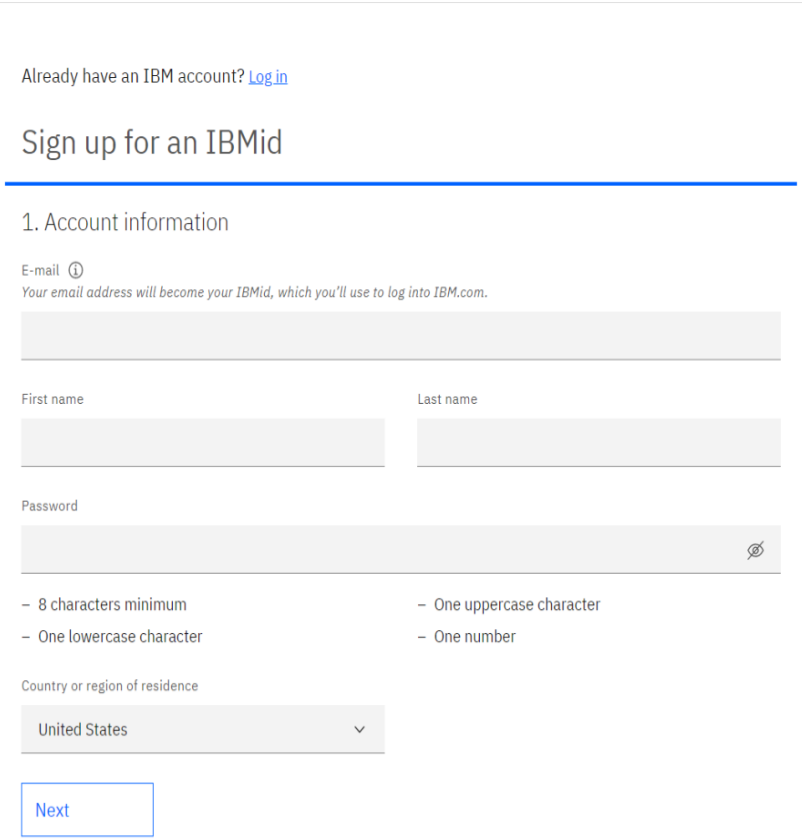
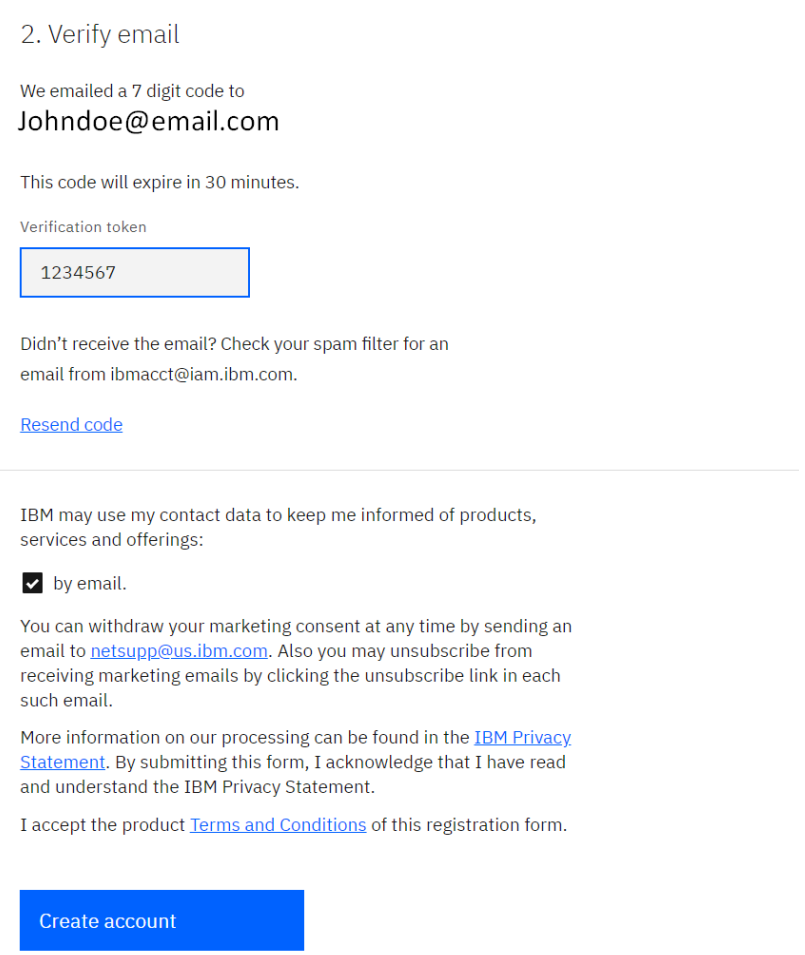
1. Create IBM PartnerWorld ID

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.





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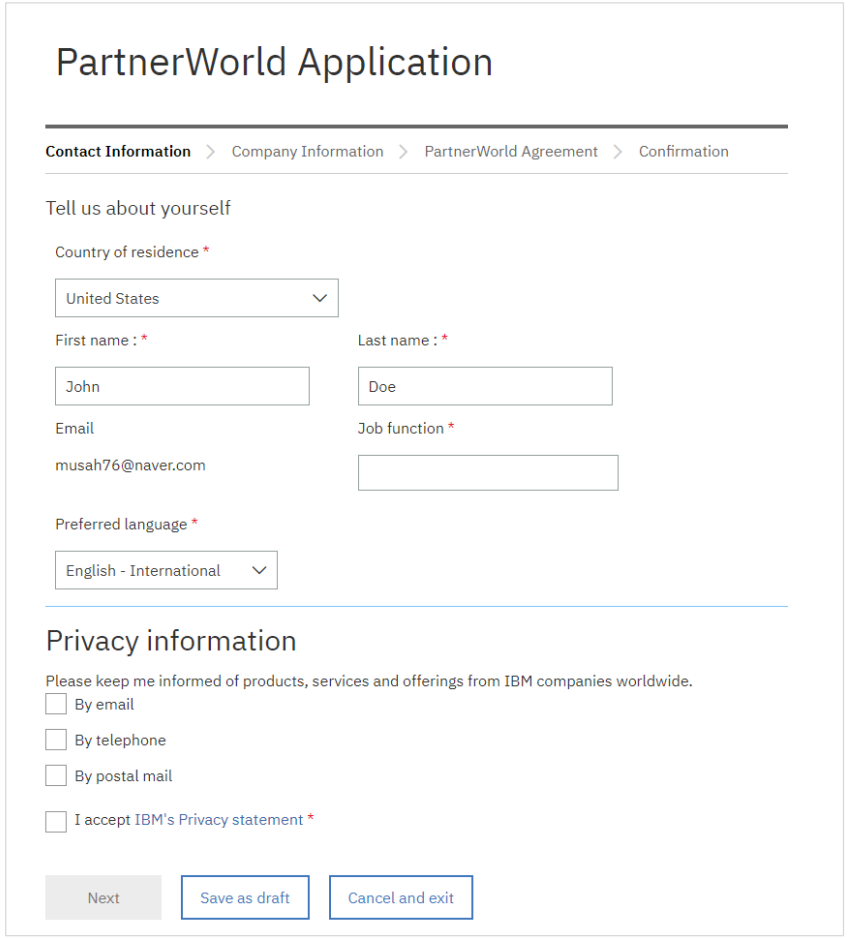
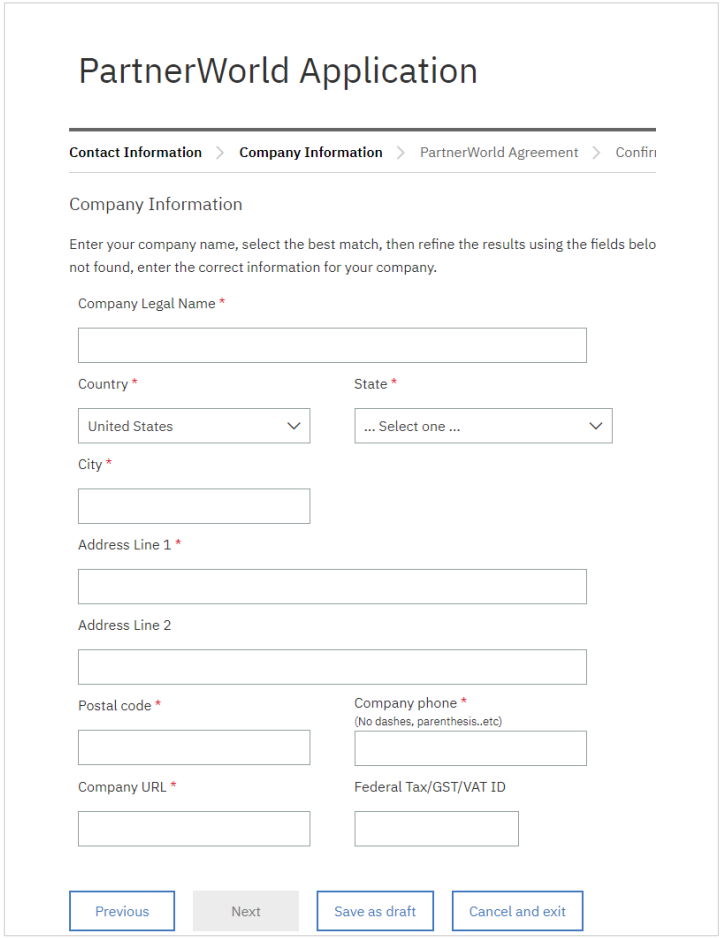
2. Register your company

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.





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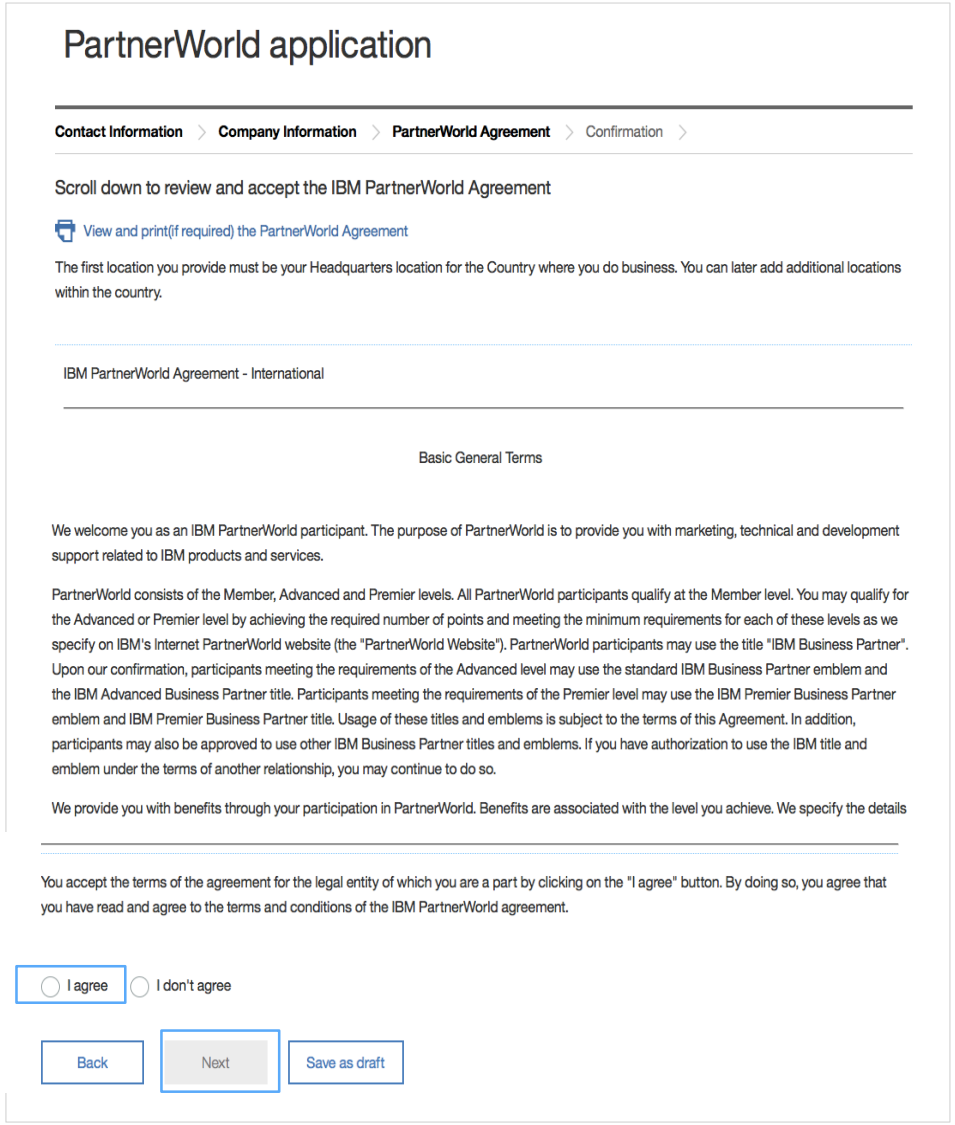
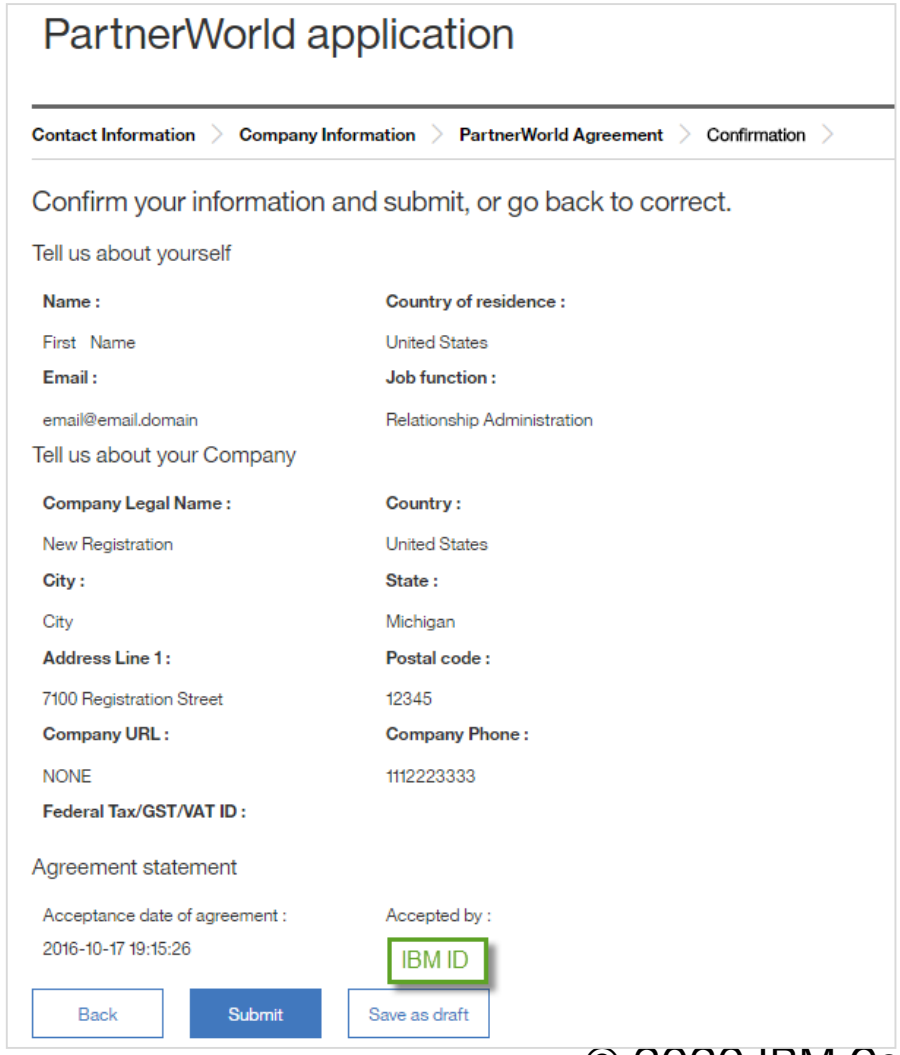
Read the PartnerWorld agreement then click **'I agree'** to accept the terms and conditions.
Please note the **'Next'** button will stay greyed out until you have agreed or disagreed.
Note: You will not be able to proceed unless you agree to the PartnerWorld Agreement.
Click **'Next'** to go to the Confirmation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



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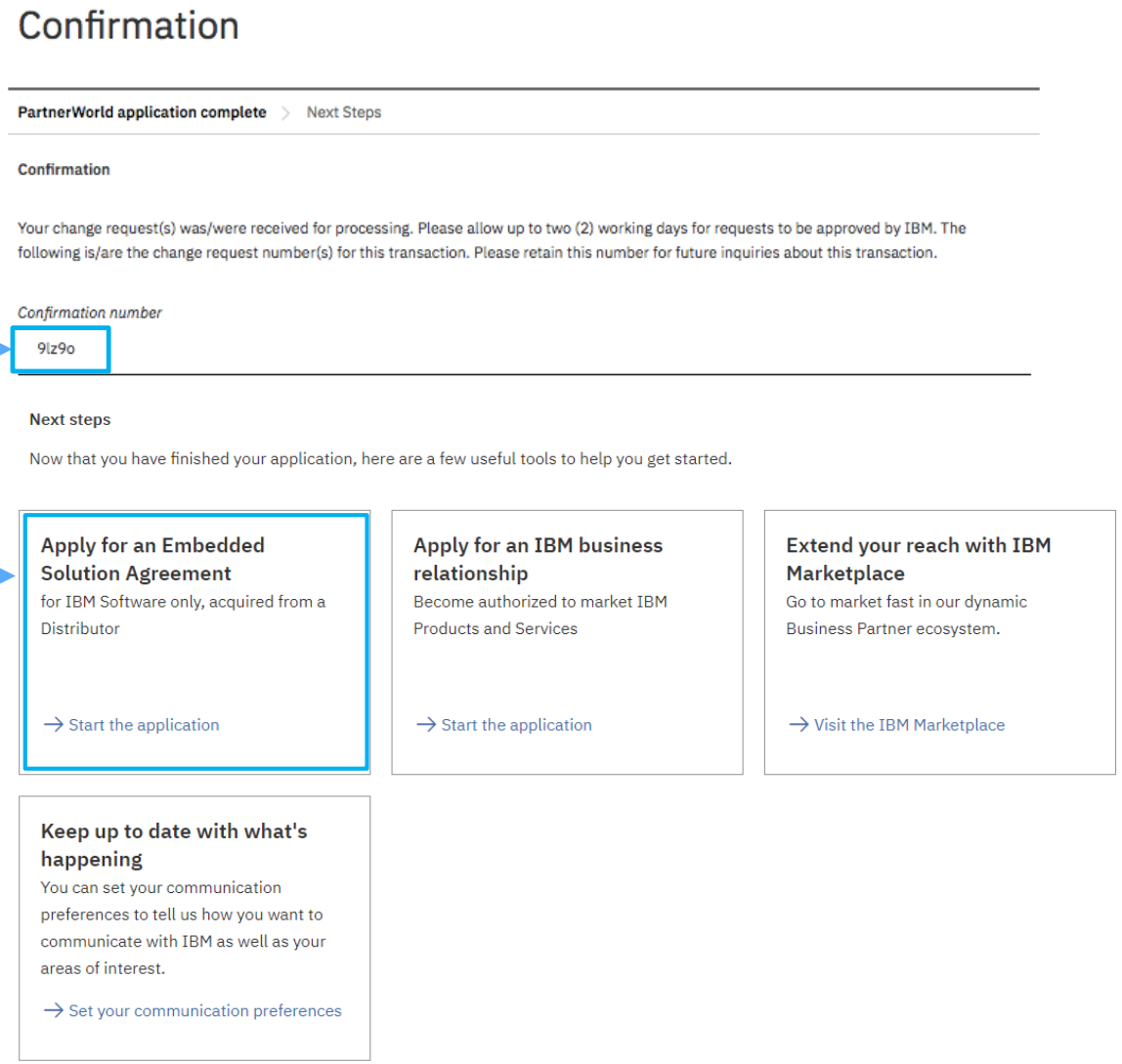
Company Registration Complete

Note the confirmation number for future reference.

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



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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

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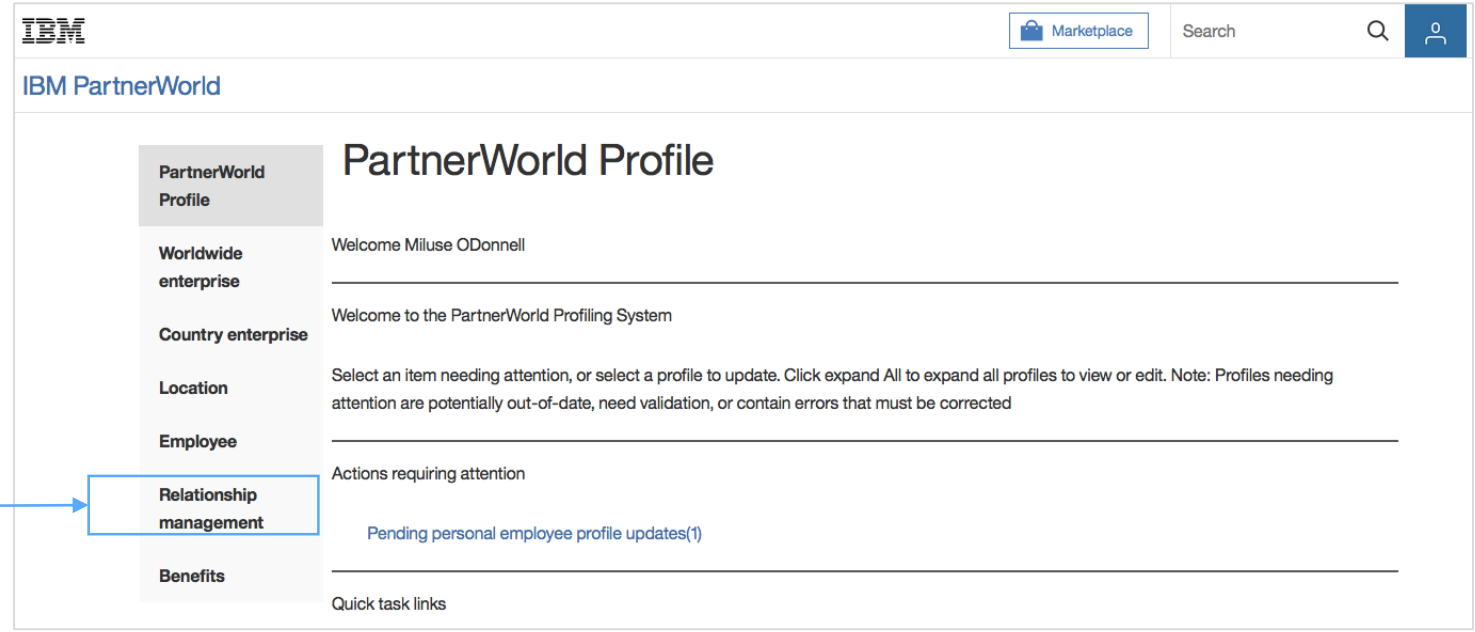
3. Apply for IBM ESA-Technology Partner Relationship (ESA via Distributor)

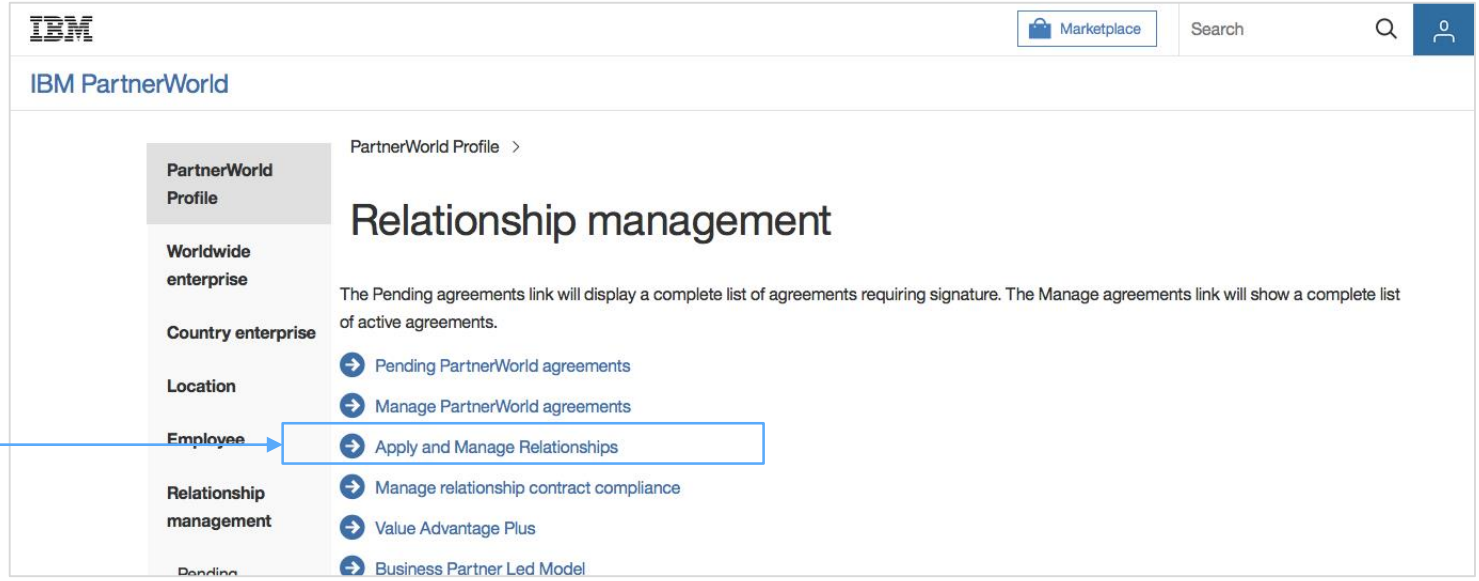
Go to:
https://www.ibm.com/partnerworld/partnertools/

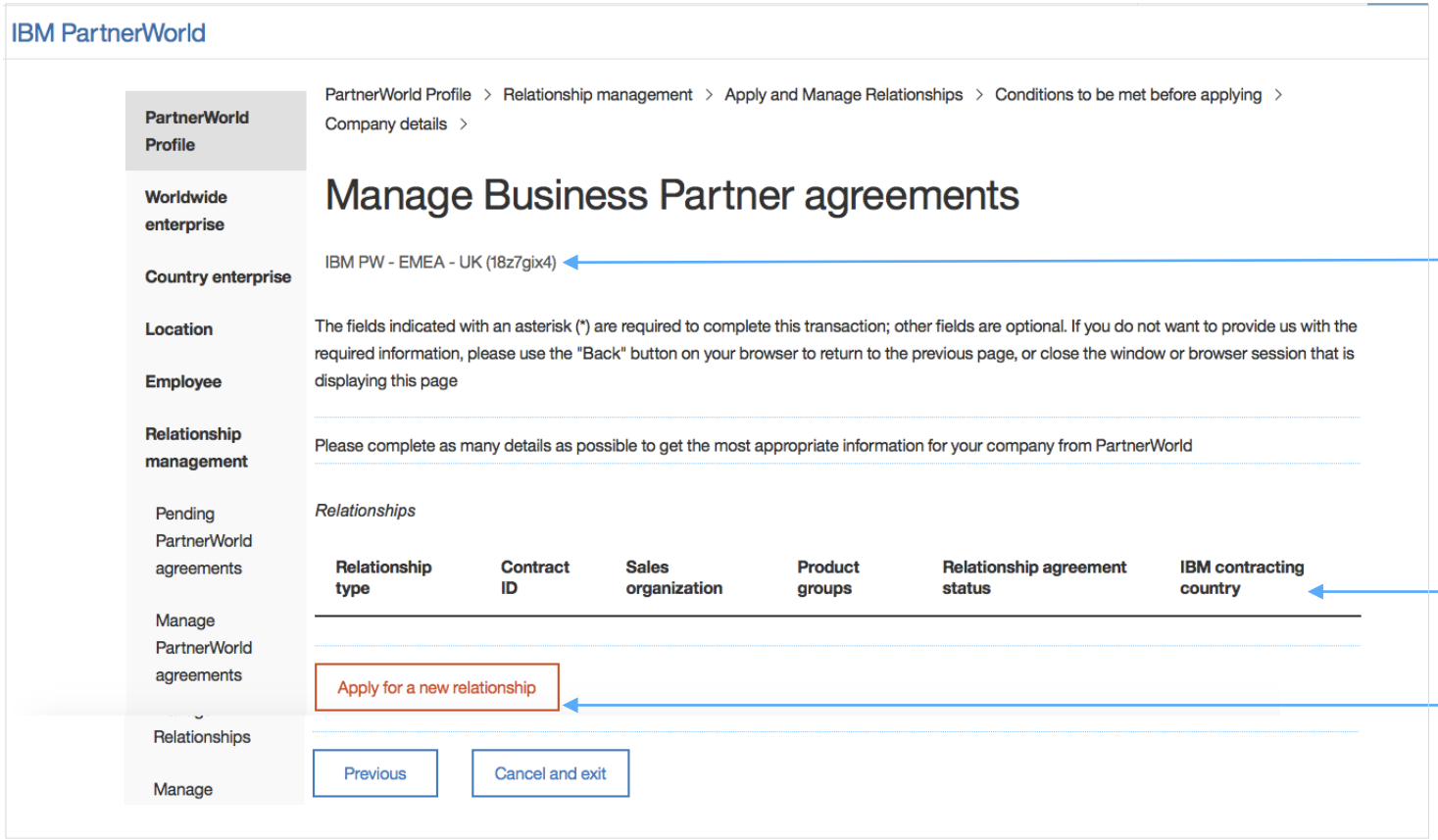
Access using your IBM PartnerWorld ID and Password

Click '**Relationship management**'



Click '**Apply and Manage Relationships**'





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'

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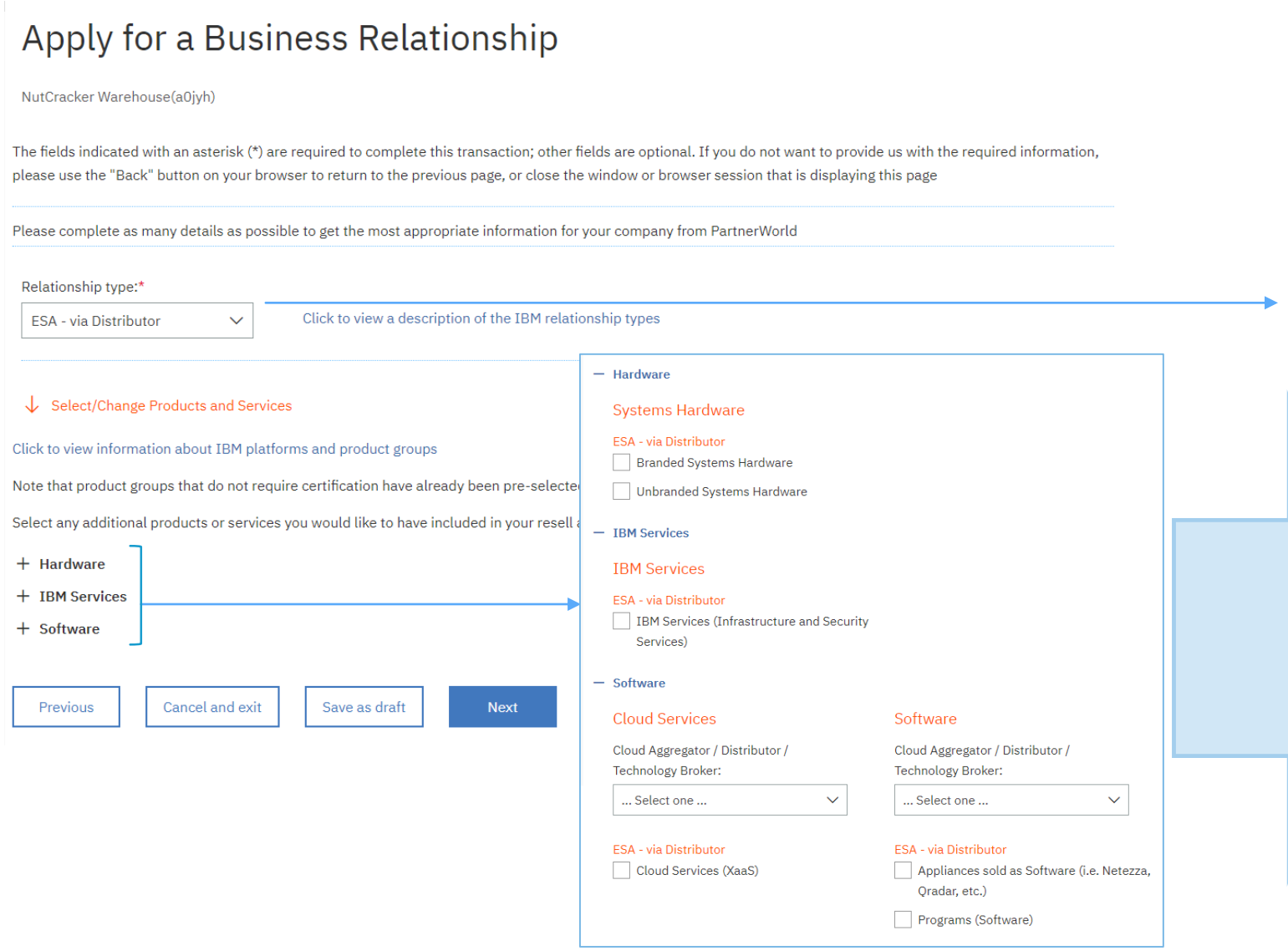

Select ‘**ESA – via Distributor**’.
You can click on **‘description of the IBM relationship types’** for additional information.

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.

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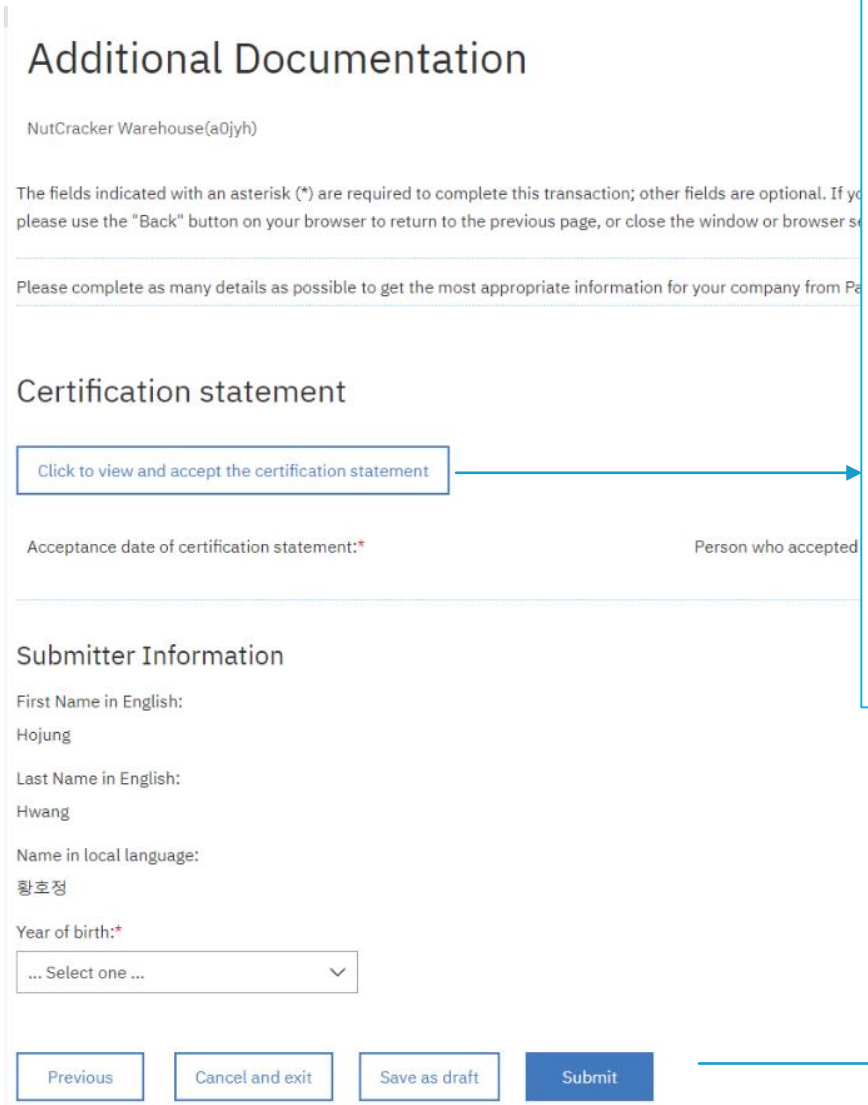
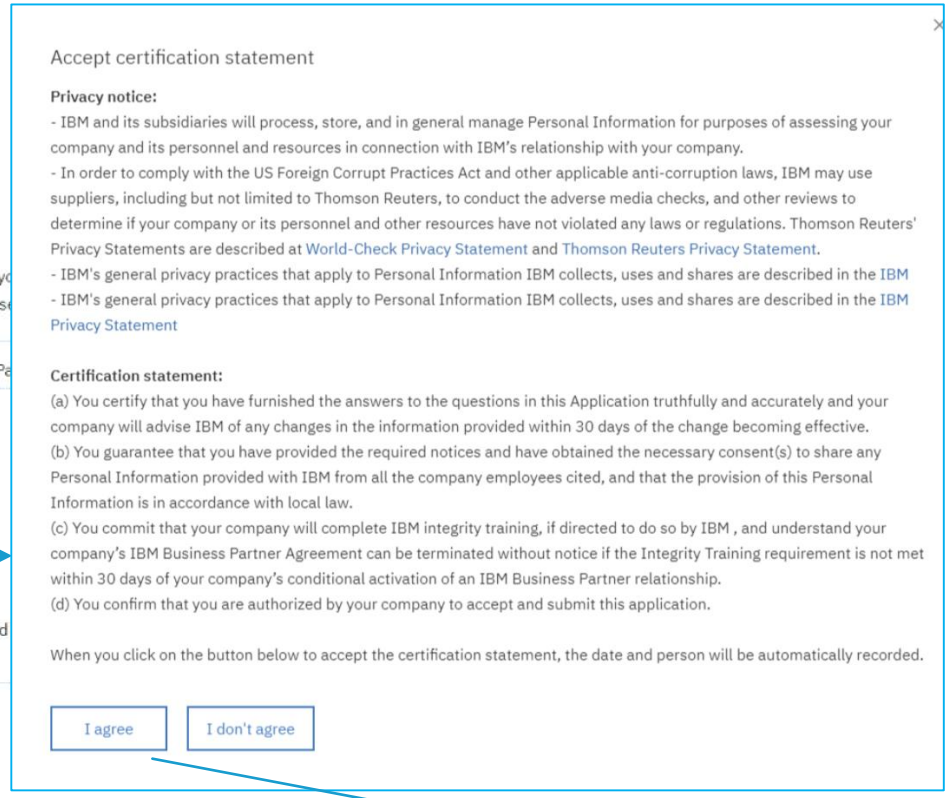
Read and agree to 'Certification Statement'





click and accept Certification Statement

complete the page and click 'Submit'

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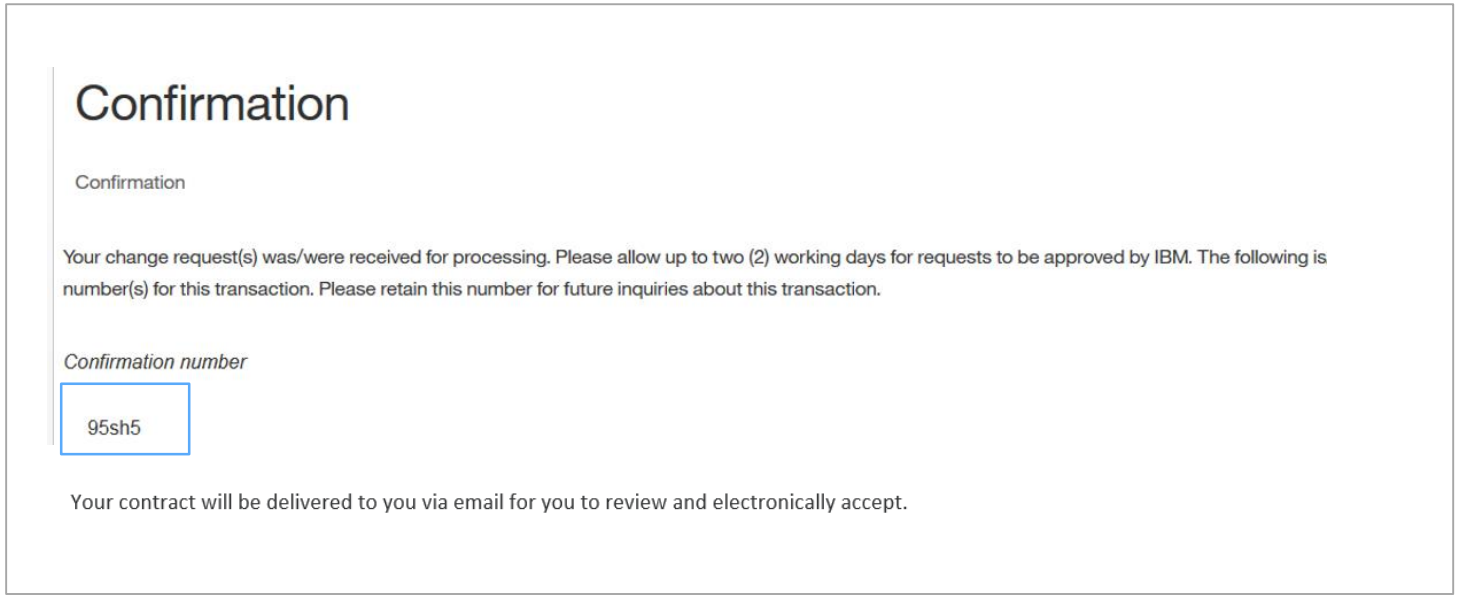

This is the final page, confirming that your application has been submitted to IBM.

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

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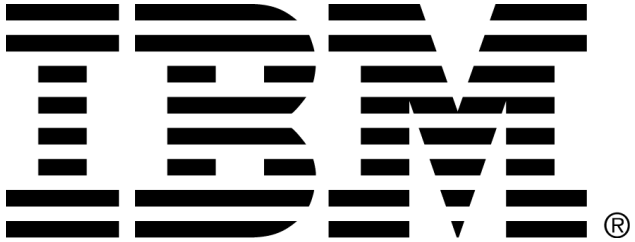

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