



# IBM Business Partner Co-marketing Guideline

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IBM PartnerWorld



## Co-marketing

*is any marketing collaboration between IBM and a Business Partner.*

There are two major forms:

1. IBM prepares materials for Business Partners where the Business Partner is understood to be the source and Business Partner branding is employed.
2. Business Partner prepares the materials using the Business Partner's branding, and then submits materials to IBM for review and approval.

*In both cases, the Business Partner is considered to be **the** source and Business Partner branding, voice, and call to action are used, regardless of IBM's contribution and participation.*

# Co-marketing

- The Business Partner is clearly and easily identified as the source.
- IBM's trademarks, if used, are placed within content that explains the scope and nature of the relationship between IBM and the other company.
- Another company may not use or feature the IBM trademarks, trade names or "trade dress" unless licensed to do so.

**DRAFT**

## DIFFERENTIATE YOUR BUSINESS WITH THE IBM SOFTWARE DEVELOPMENT PLATFORM.

As you seek to give your business process differentials over your competitors? Are you maintaining or growing a competitive advantage in the market? First, there's the help you need. Meet Some Company and the IBM Software Development Platform.

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The IBM Software Development Platform offers an open, complete and modular solution that combines a comprehensive set of tools, proven practices and professional services. This innovation helps teams build, integrate, extend, modernize and deploy software and software-based systems. It's a smart investment for any business.

Increase the predictability and time-to-value of software projects. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

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**XYZ**

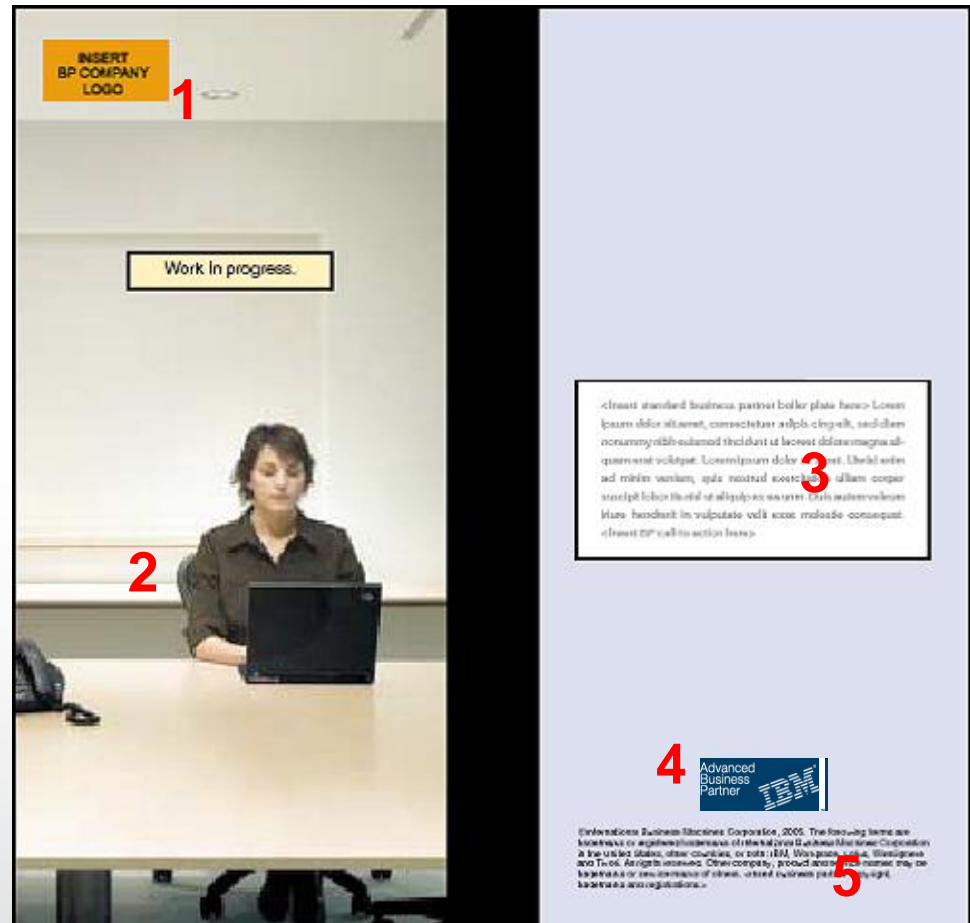
## HOW CRITICAL IS SOFTWARE DEVELOPMENT? IT SHOULD BE ONE OF THE MOST STRATEGIC BUSINESS PROCESSES IN YOUR COMPANY

**XYZ**

**Business Partner**

# Co-marketing (A collateral example)

1. Business Partner company logo prominent
2. IBM or Business Partner owned image
3. Information about the specific Business Partner solution
4. IBM Business Partner mark
5. BP copyright and trademark attribution AND IBM trademark attribution



# Co-marketing (A collateral example - continued)

## 6. Copy in voice of Business Partner

## 7. Relevant Business Partner mark

## 8. Business Partner offer, call to action and contact information

IBM Workplace.

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Bring everything together to help every employee work more productively, more responsively, more efficiently.

Give employees a more efficient way to work together, and they'll return your investment in any number of productive ways. IBM® Workplace™ and <BP name> empowers employees with the speed and agility to help your company operate smarter and faster, and be more responsive and more profitable. Plus, it's designed to provide advanced portal and collaboration capabilities.



More productive.

IBM Workplace gives employees a single sign-on to all the collaboration tools and applications they need. Whenever, wherever they need them. Full access via Web browsers and wireless devices can extend interaction from the work environment to the marketplace. Continuous online training speeds information and updates to your people. Without interruption, work is done right. And right away. Plus, with security as a key component of all applications, proprietary information stays private. And your infrastructure stays protected.

More responsive.

In the on-demand world, only an agile workforce can take advantage of rapidly changing conditions and meet customer demands. By making it easier for employees to communicate both with each other and with partners and suppliers, virtual teams can capitalize quickly on opportunities. And resolve problems quickly and easily. To keep your options open, IBM Workplace is designed to work with the systems you already have, and work with the technology you may acquire tomorrow. Without sacrificing the speed your customers and employees have come to expect.

More profitable.

Every company wants to lower costs. Which makes improving the state of your collaboration software even more important. At the end of the day, time is money. You can potentially save both time and trouble by streamlining job functions, and simplifying the ways employees communicate. The less complicated their training, the less time they'll need to acquire new skills. Bottom line: with better collaboration, new processes can be learned with a minimum of downtime and individuals can be reached quickly and easily. That helps everybody focus on something equally important to your company: making a profit.

Lorem ipsum dolor sit amet  
consectetur adipiscing elit.

<Insert BP value proposition, support points and appropriate case study, if available.> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea unmyth consequat. Duis autem velum inire hendrerit in vulputate velit esse molestie consequat, vel wifum lunombre dolore eu feugiat nulla facilisis at vero eros et accumsan et iustodio dignissim qui blandit praesent luptatum zzril delenit augue dui dolorata feugiat nulla facilisi. Li European linguae es membris del sam familie. Lor separat existentie es unmyth. Por scientia, musica, sport etc., li tot Europa usa li samvocabularium. Li linguae differe solemni in li.

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Download our complimentary  
[insert BP offer] to see how IBM Workplace  
and <BP name> can extend your IT  
resources. Without stretching your IT budget.

<insert BP call-to-action>

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# Co-marketing (An e-mail example)

1. Business Partner logo
2. IBM copy in voice of Business Partner
3. Business Partner offer, call to action and contact information
4. Relevant Business Partner mark

## Drive innovation and business growth with Smarter Computing.

Efficiency in managing vast amounts of information and delivering rich IT-based services round-the-clock is key in achieving a competitive advantage today. As such, organizations are growing more dependent on cutting-edge data, cloud and mobile technologies.

Yet, many midsize businesses are inclined to see that access to these technologies is more of a challenge than an opportunity for growth. Considering the limited resources and mostly dated infrastructure they have to work with, gaining actionable insights and securing critical data can be overwhelming.

With IBM® and its Business Partners, balancing new demands with traditional means comes in the form of Smarter Computing. It employs innovative, optimized hardware and software solutions that enable faster time to market, better price performance and greater customer value.

[This section is where you describe your offer and talk about how, as an IBM Business Partner, you can provide the right solutions for your customer's business.]

► [BP to add CTA](#)

Midsize businesses are the engines of a Smarter Planet.

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1 **XyZ Corp**  
Your Solutions Partner



4 **Business Partner**  




# Checklist for Business Partner co-marketing

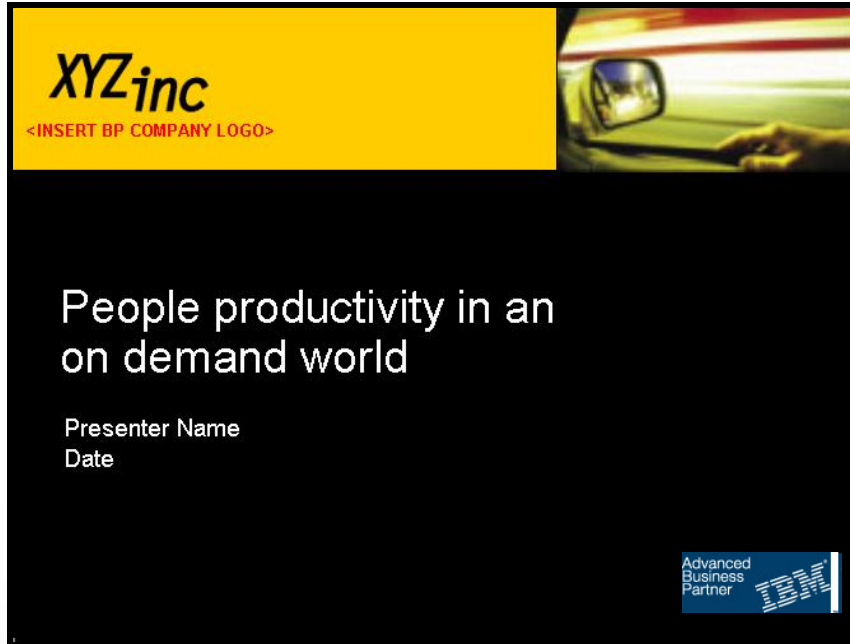
<b>Voice and tone</b>	IBM messages are conveyed through the voice of the Business Partner and led by information and messages about the Partner's own service or solution in Business Partner's voice
<b>Call to action (CTA)</b>	Include Partner's CTA and contact information, not IBM's
<b>Business Partner company logo</b>	Yes, large and prominent as signature
<b>IBM Business Partner mark</b>	Yes, if qualified
<b>IBM logo</b>	No
<b>IBM tag lines and icons</b>	No
<b>Other IBM marks (Ready for, SW brand, etc.)</b>	Yes, if qualified
<b>Trademark attribution and copyright statements</b>	Business Partner copyright is optional. List Partner trademark attribution first, then IBM trademark attribution second
<b>Privacy and Opt-out Statements (for e-Mail)</b>	Use Business Partner's privacy and opt-out statements for lists provided by Business Partners and lists purchased from external sources for Partner mailings. Use IBM statements if IBM is providing the list from IBM databases
<b>Photography, Artwork and Imagery</b>	Use the photography, artwork, and imagery, ONLY IF IBM or Business Partner wholly owns the image and has unlimited copyrights (check expiration dates)

# Co-Marketing (An event)





# Co-marketing (A presentation - from the Business Partner)

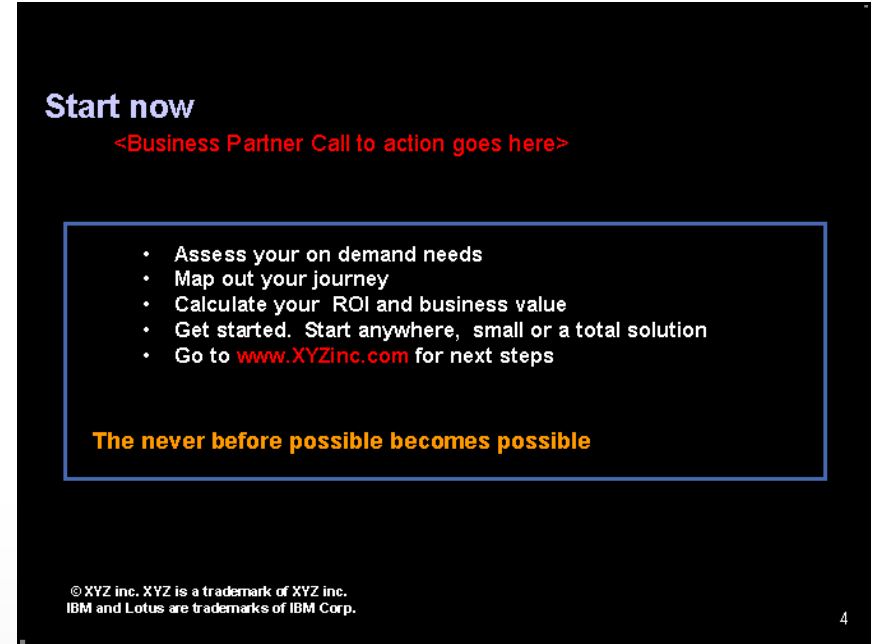


XYZ inc  
<INSERT BP COMPANY LOGO>

People productivity in an on demand world

Presenter Name  
Date

Advanced Business Partner  
IBM



Start now  
<Business Partner Call to action goes here>

- Assess your on demand needs
- Map out your journey
- Calculate your ROI and business value
- Get started. Start anywhere, small or a total solution
- Go to [www.XYZinc.com](http://www.XYZinc.com) for next steps

**The never before possible becomes possible**


© XYZ inc. XYZ is a trademark of XYZ inc.  
IBM and Lotus are trademarks of IBM Corp.

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- IBM provides core content to Business Partners for their own customization and use.
- IBM messages are conveyed through the voice of the Business Partner and led by information and messages about the Partner's own service or solution
- Business Partner signature and call to action

# Co-marketing (IBM “as is” material)

- Business Partners may use IBM materials “as is.”
- Business Partners may always apply their contact information to IBM materials that they deliver to their clients.



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## REI optimizes sales with cross-channel commerce solution.

### Contact

Steve Salesrep  
XYZ, Inc.  
1234 Park Lane  
Madison, NY 12121  
steve@xyz.com  
(202) 543-2148

view


join across store and  
supply channels  
are rewarding  
once

channel enabling  
buyers to pickup  
in-channel gift  
kits

flexible commerce  
platform that enables cross  
channel integration

**Key Benefits**

- 14% increase in sales volume
- Increasing market share
- 100% increase in 6 months for store pickup service
- Improved customer satisfaction and loyalty
- Increased share of wallet and customer lifetime value



Ranked as a top 100 retailer by a group of Pacific Northwest customers seeking quality equipment for their home and outdoor needs.

Millions of hiking, climbing, camping and paddling enthusiasts make Recreational Equipment, Inc. (REI) their first stop whenever they head for the great outdoors. Such loyalty has played a large role in making the Kent, Washington-based co-op the leading retailer of quality outdoor gear, with \$105 million in sales posted last year.

An equally important factor behind the success of REI has been its efforts to make itself as accessible as possible to its customers through multiple shopping channels. Blended

**“WebSphere Commerce and the WebSphere software platform have helped us build a robust, scalable multi-channel retailing environment which is enabling us to maximize revenues, increase customer lifetime value and offer customers a consistent experience across channels.”**

*- Jon Engelson, Vice President of Multi-Channel Programs, Recreational Equipment, Inc.*

# Co-marketing (Image copyrights)

IBM may extend imagery to IBM Business Partners -- within the composition of a co-marketing template -- **ONLY IF** that imagery is wholly owned by IBM.

**IBM owned:** IBM has paid to have a photograph, illustration or graphic created and has paid to own all copyrights by contract. IBM may share this image to a Business Partner as part of a Business Partner-signature, co-marketing template.

**Royalty free:** IBM purchased the right to use that image for any purpose or duration. This license belongs to IBM only and IBM cannot share it with another company.

**Rights managed:** IBM purchased the right to use that image for limited use. The license will dictate use specific to geographic location, duration, types of materials and purpose. This license belongs to IBM only and IBM cannot share it with another company.



1, 2, 3, 5 – IBM owned

4 – Royalty free

# When developing co-marketing materials, apply Fair Use of IBM names

**“Fair Use” of trademarks allows Business Partners to make text references to IBM product names.**

**The following are the types of fair use:**

1. Use of IBM product names by Business Partners is allowed by IBM without permission or license when specifically referring to IBM products.

**Example:**

IBM® Tivoli® Storage Manager provides data retention policies that help meet new regulations.

2. Use of IBM product names by Business Partners is allowed by IBM without permission or license when indicating that an IBM product is compatible with another product.

**Example:**

XYZ is compatible with IBM® System z9™ products.  
XYZ for IBM® System Storage™

IBM Fair Use  
Guidelines:

<http://www.ibm.com/legal/copytrade.shtml#fairuse>

# When developing co-marketing materials...

## **DO NOT...**

- Use IBM 8-bar logo
- Omit IBM trademark attribution
- Alter the approved IBM trademark
- Create any new logo for IBM or IBM product names
- Incorporate any IBM product names into Business Partner product names. (i.e. SAP Lotus Collaboration solution)
- Incorporate any IBM product names into the root domain of any Web site owned by the Business Partner company (i.e. [www.systemx.com/index](http://www.systemx.com/index))
- Misspell or use lower case letters when using 'IBM' in text
- Use IBM taglines
- Use the IBM trademark name for a product or service as a noun, or in the plural form. (i.e. TotalStorage's capability)
- Misspell or incorrectly capitalize IBM trademarks. Always include the letters IBM before the IBM trademarked name on first use

# Resources

- PartnerWorld \*
  - [Send email](#)
  - [IBM PartnerWorld Co-marketing](#)

\* You will be requested to sign-in to PartnerWorld