



IBM Business Partner Channel Communications

IBM North America

Document ID: CC0301-001

Published By: Retail Store Solutions (RSS)
Publication Date: 01/03/2003
Expiration Date: 12/31/2003
Platform: Retail Store Solutions
Relationship: Advanced Partners, Premier Partners
Action Required: **Yes**

CC0301-001: IBM North American Retail Store Solutions 2003 Dollar-for-Dollar Campaign

IBM Retail Store Solutions announces for its Premier and Advanced Business Partner Resellers the opportunity to enhance their 2003 marketing campaigns through additional activities co-funded by IBM. Questions about this letter should be directed to Nancy Greene at 803-328-0667.

IBM Channel Communications
Number: CC0301-001

IBM Americas
Interest Area: Marketing

Geography: North America
Date: January 3, 2003
Notice to: IBM Premier and Advanced Business Partners --
Retail Store Solutions Resellers
From: IBM Retail Store Solutions

IBM North American Retail Store Solutions 2003 Dollar-for-Dollar Campaign

IBM Retail Store Solutions in North America announces for its Premier and Advanced Business Partner Resellers the opportunity to enhance their 2003 marketing campaigns through additional activities co-funded by IBM. The Retail Store Solutions marketing team will work with qualifying Business Partners and Distributors to identify marketing activities designed to increase the Business Partner's sales of IBM Point of Sale products and the Business Partner's solutions.

For details, refer to the attachment.

Tammy Priest
Marketing Manager
IBM Retail Store Solutions, Americas

Attachment

CC0301-001: IBM North American Retail Store Solutions 2003 Dollar-for-Dollar Campaign

Attachment

Dollar-for-Dollar Co-Funding for Business Partner Resellers

Business Partner Resellers who achieve Premier or Advanced level before July 1, 2003, are eligible to participate. These Business Partners will work with the IBM Retail Store Solutions team to define marketing activity eligible for co-funding. Possible activities include, but are not limited to, direct mail, telemarketing, seminars, and advertising. IBM will match the Business Partner's contribution to the approved marketing activity dollar for dollar based on the following PartnerWorld levels and program criteria:

- **Premier Business Partners** - will be reimbursed for 50% of the expenses incurred for an approved marketing activity up to a cumulative maximum for all reimbursements of \$15,000.
- **Advanced Business Partners** - will be reimbursed for 50% of the expenses incurred for an approved marketing activity up to a cumulative maximum for all reimbursements of \$8,000.

Program Terms and Conditions for the Business Partner -- Reseller

The following terms and conditions apply:

1. Approval in PartnerWorld as a Premier or Advanced level Business Partner in 2003. Business Partners must achieve Advanced or Premier status by June 30, 2003, to participate.
2. Completion of the Dollar-for-Dollar Campaign Participation Form.
3. Approval from IBM that the proposed marketing activity is eligible for reimbursement.
4. Reference to IBM (either directly or by displaying the IBM Business Partner emblem) and/or information on one or more products from the IBM Retail Store Solutions Point-of-Sale product line in an approved marketing activity.
5. An approved marketing activity for this program must not include or reference products that are competitive to an IBM Point-of-Sale product.
6. Business Partners must provide proof of expenses.
7. The first half of the benefit will be paid upon receipt of invoices pertaining to the approved marketing activity.
8. The second half of the benefit will be paid upon receipt of the Response Report form showing the results of the marketing activity. IBM will use this report form (attached) only in evaluating the effectiveness of this program.
9. Applications for Dollar-for-Dollar funding will not be accepted after September 30, 2003.
10. Expenses must be incurred in time for IBM to receive all requests for reimbursement prior to November 30, 2003.
11. This program cannot be combined with any others.

Procedure for IBM Business Partner participation

1. The Business Partner completes a Dollar-for-Dollar Campaign Participation form for Business Partners. A copy of the appropriate form is attached.
2. Return the completed form to Nancy Greene:
e-mail: nagreene@us.ibm.com, or
Fax: (803) 328-0667
3. The IBM Retail Store Solutions Team will review the form and communicate formal approval or rejection of the activity.
4. Upon completion of the campaign, the Business Partner will submit a copy of the invoice(s) for expenses of the approved activity to be received by IBM no later than November 30, 2003.

5. Reimbursement will be made to the Business Partner based on the stated terms and conditions.

IBM Retail Store Solutions
Business Partner -- Reseller
2003 Dollar-for-Dollar Campaign Participation Form

Business Partner Information

Name:

Address:

Contact:

Phone:

e-mail:

Date:

Define the proposed marketing activity:

What IBM solution is being promoted in this campaign? Identify which IBM Retail Store Solutions products are featured.

What is the objective of the activity, including projections for responses?

What is the call to action for the customer? (response cards, Web site, 800 #, etc.)

What are your lead follow-up procedures?

What is the time frame of the activity?

What is the estimated expense for the activity?

**IBM Retail Store Solutions
Business Partner - Reseller
2003 Dollar-for-Dollar Campaign Response Form**

Business Partner Name _____

Date Campaign Began or date of Event _____

Campaign Name	# Contacted	# Responses	# Leads	# Closes	\$ IBM Revenue

Signature of Business Partner Reseller Contact:

Date _____