



## IBM Business Partner Channel Communications

### IBM North America

Document ID: CC0301-002

**Published By:** Retail Store Solutions (RSS)

**Publication Date:** 01/03/2003

**Expiration Date:** 06/30/2003

**Platform:** Retail Store Solutions

**Relationship:** (1) Resellers acquiring Products from IBM, (1) Solution Providers acquiring Products from IBM, (2) Resellers acquiring Products from a Distributor, (2) Solution Providers acquiring Products from a Distributor, Point-of-Sale Independent Software Vendors

**Action Required:** No

### [CC0301-002: 2003 IBM Retail Store Solutions Co-Marketing CD Incentive Program](#)

---

IBM Channel Communications  
Number: CC0301-002

IBM Americas  
Interest Area: Marketing

---

**Geography:** North America

**Date:** January 3, 2003

**Notice to:** IBM Business Partners -- Retail Store Solutions  
and Independent Software Vendors

**From:** IBM Retail Store Solutions

### [2003 IBM Retail Store Solutions Co-Marketing CD Incentive Program](#)

Co-funding is available to any IBM Retail Store Solutions Division (RSSD) Business Partner or Independent Software Vendor (ISV) who executes a direct mail campaign using the RSSD co-marketing CDs. The co-marketing CDs contain pre-designed templates for postcards and self-mailers in specific retail markets such as Specialty Retail, Grocery, and Foodservice/Hospitality.

RSSD will reimburse the eligible Business Partner for 50% of the cost of the direct mail campaign, up to a maximum of \$2,000.00 US.

You may obtain RSSD Co-marketing CDs from your Distributor, or by contacting Nancy Greene at 803-328-0667 or by email at [nagreene@us.ibm.com](mailto:nagreene@us.ibm.com).

#### Terms and Conditions

The Business Partner must:

1. Complete the direct mail campaign by June 30, 2003.
2. Provide a draft, gray-line or PDF of the DM piece for approval by e-mail to Nancy Greene prior to executing campaign.
3. Include the following name and address on their seed list: IBM

Corporation, Attn: Nancy Greene, 2048 Montclair Drive, Rock Hill, SC, 29732.

4. Provide IBM RSSD with the number of contacts on the mailing list, responses and leads generated by the campaign by August 1, 2003. An Excel spreadsheet will be made available to help the Business Partners with lead reporting.
5. Submit invoices for printing and postage, as well as mailing list, to Nancy Greene no later than August 30, 2003. Invoices may be mailed to the address above or sent by fax to 803-328-0667.

Upon receipt of the above, RSSD will issue a check to the Business Partner for 50% of the total cost listed on the invoice(s), up to a maximum of \$2,000.00 US.

Only two campaigns per Business Partner or Independent Software Vendor will be co-funded in 2003.

Put this limited-time, money-saving, incentive to work supporting your demand generation efforts.

Tammy Priest  
Marketing Manager  
IBM Retail Store Solutions, Americas