



## IBM Business Partner Channel Communications

### IBM North America

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### **CC0301-003: IBM Retail Store Solutions 2003 Independent Software Vendor Kiosk Co-marketing Campaign**

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IBM Channel Communications  
Number: CC0301-003

IBM Americas  
Interest Area: Marketing

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**Geography:** North America  
**Date:** January 3, 2003  
**Notice to:** IBM Business Partners -- Independent Software Vendors  
**From:** IBM Retail Store Solutions

### **IBM Retail Store Solutions 2003 Independent Software Vendor Kiosk Co-marketing Campaign**

IBM Retail Store Solutions (RSS) in North America announces, for Independent Software Vendors (ISV) who own and develop a kiosk software application for retail, the opportunity to enhance their 2003 marketing campaigns through additional activities co-funded by IBM. The RSS marketing team will work with qualifying Independent Software Vendors to identify marketing activities designed to increase the sale of the ISV software application on the IBM Kiosk solution.

Eligible ISVs will work with the IBM RSS team to define a marketing activity eligible for co-funding. Possible activities include, but are not limited to: direct mail, telemarketing, seminars, and advertising. IBM will fund 50% of the ISV's expenses for the approved campaign up to a maximum of \$7,500. Each eligible ISV may participate in this program only once during the 2003 calendar year.

#### Program Terms and Conditions

The following terms and conditions apply:

1. The Independent Software Vendor must have an application that is StoreProven on the IBM Kiosk hardware solution.
2. Completion of the ISV Co-marketing Campaign Application Form and approval

from IBM that the proposed marketing activity is eligible for reimbursement.

3. Reference to the IBM Kiosk in an approved marketing activity.
4. An approved marketing activity for this program must not include or reference products that are competitive to an IBM Point-of-Sale product.
5. ISV will be asked to complete the Kiosk Co-marketing Campaign Response Form.
6. Expenses will be reimbursed upon receipt of invoices pertaining to the approved marketing activity.
7. Applications for the 2003 ISV Kiosk Co-marketing Campaign funding will not be accepted after September 30, 2003.
8. This program cannot be combined with others.

Procedure for IBM Business Partner participation

1. The ISV completes the Independent Software Vendor Co-marketing Campaign Application form. A copy of the appropriate form is attached.
2. Return the completed form to Nancy Greene at:
  - e-mail: nagreene@us.ibm.com, or
  - Fax: (803) 328-0667
3. The IBM Retail Team will review the form and communicate the confirmation of approval or disapproval of the activity.
4. The ISV will submit a copy of the invoice(s) for expenses of the approved activity to be received by IBM no later than November 15, 2003.
5. IBM Retail Store Solutions will reimburse the Kiosk ISV for 50% of their expenses up to a maximum of \$7,500.

Tammy Priest  
Marketing Manager  
IBM Retail Store Solutions, Americas

Attachments

IBM Retail Store Solutions 2003 Independent Software Vendor  
Kiosk Co-marketing Campaign Application Form

Independent Software Vendor Information

Name:

Address:

Contact:

Phone:

e-mail:

Date:

Name of the ISV's Kiosk software application:

Define the proposed marketing activity:

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  
2003 Independent Software Vendor  
Kiosk Co-marketing Campaign Response Form

Independent Software Vendor Name:

\_\_\_\_\_

Date Campaign Began or date of Event \_\_\_\_\_

| Campaign Name | # Contacted | # Responses | # Leads | # Closes | \$ IBM Revenue |
|---------------|-------------|-------------|---------|----------|----------------|
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Signature of ISV Contact: \_\_\_\_\_

Date \_\_\_\_\_