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e business software

2003 EMEA Co-marketing Process - for BPs

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Co-Marketing - 7 Steps to Increase your sales

1. Understand your funding eligibility
2. Plan SMB lead generation activities with IBM
3. Apply
4. Execute the activity
5. Report generated Leads
6. Claim
7. Invoice IBM AND close the business

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I. Understand Your Funding Eligibility

- Funding Sources
  - ► Incentives
  - ► VAD
  - ► Brand DCM
  - ► SMB
  - ► BP's own marketing funds

- Requirements
  - ► Each activity has to drive the SMB revenue
  - ► Each activity has to be agreed-to and recorded in the PartnerPlan DB
  - ► Each activity has to be measurable
  - ► Each activity has to have an appropriate owner assigned to drive it
  - ► Each BP has to have enough own funding to match requested funding
  - ► The BP has to be ready to report generated opportunities

IBM
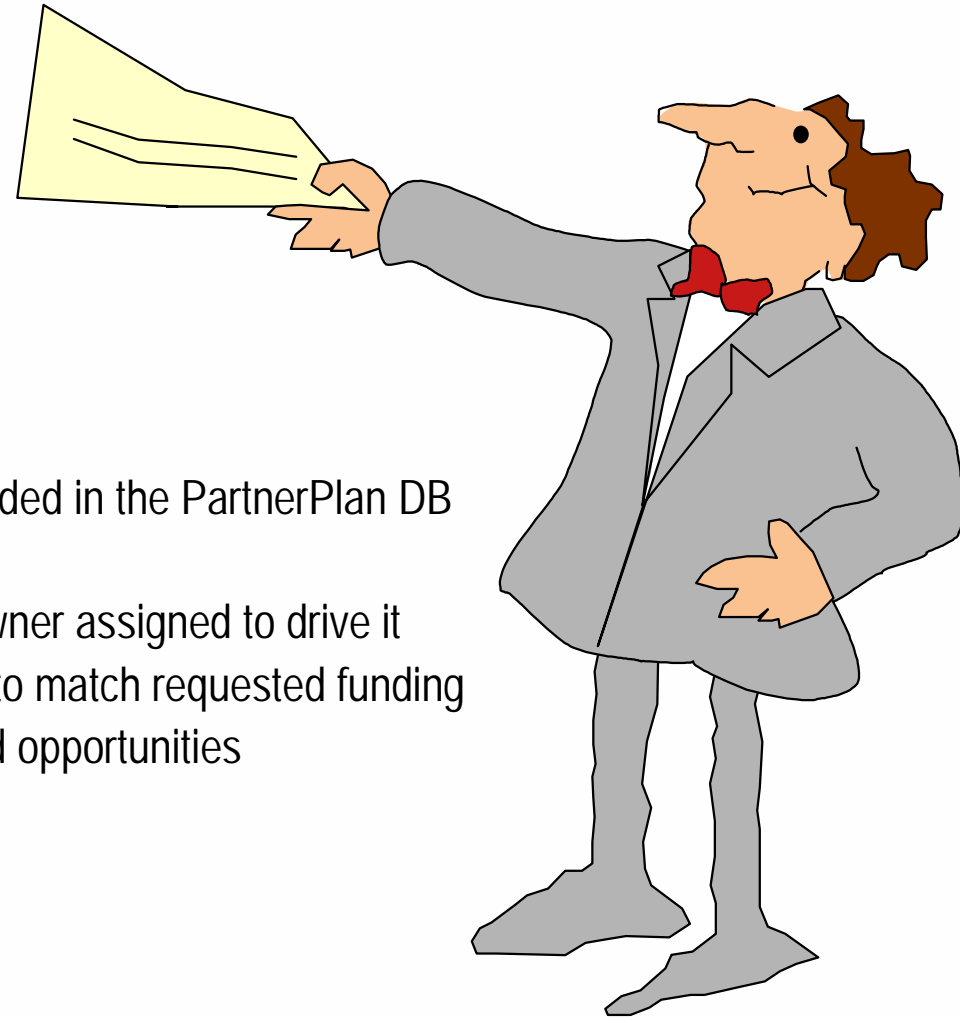
II. Plan SMB lead generation activities with IBM

- **Help you can find on IBM Web pages**
  - ▶ **Co-Marketing Web for Ideas on how to plan lead generation tactics**
    http://www.ibm.com/partnerworld/software/zone
    >Marketing and sales support >Co-marketing program
  - ▶ **Telemarketing scripts & Seminar materials**
    http:\\www.ibm.com\partnerworld\software\zone
    >Marketing and sales support >Co-marketing program
    >Co-marketing program opportunities for Business Partners
    >Telemarketing or seminar solutions
  - ▶ **Campaign Designer messaging and graphics**
    http:\\www.ibm.com\partnerworld
    >Marketing and sales >Campaign Designer
- **Agree on your activities with your IBM account manager/Your VAD**
- **Update your PartnerPlan, or ask your IBM account manager to do** so

Page contents
- Program Description
- Traditional Seminars
- e-seminar
- Teleseminars
- e-seminar and Teleseminar Downloads
- Business Intelligence Standard Seminar Downloads (English)
- Business Intelligence Standard Seminar Downloads (Translations)

Updated Improve your marketing skill by reading the new PartnerWorld for Software "How-to" Marketing Guides for *Direct Marketing, Seminars and Events* and *Telemarketing*. You'll come away with some great tips including the IBM resources you can leverage to create a successful campaign.

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III. Apply - Access Your Plan

- Access the Partner Plan - WWW
  - ► http://www.ibm.com/partnerworld/software/zone
    - > Marketing and sales support > Co-marketing program
    - > Co-Marketing program opportunities for business partners
    - > Partner Plan

  - ► Please NOTE: You need a Global Partner Info ID, which is different from your PWSW ID!
    - – Problem With ID/Password? + 44 1256 344500 or partnerline@us.ibm.com

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III. Apply - Select an Initiative From Your Plan

*To be able to access your plan, ask your IBM account manager for granting you access rights

III. Apply - Access The Application Form

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PartnerPlan

Welcome Paul Clayton/USM000012 !

| View Plans | About PartnerPlan | Admin View |

← Previous   Edit

Note: Click on blue field headings for information about that field. Fields marked with a red * are required.

Danielburg Data (CH:Curran) ***COPY***

| | Initiative Number* | 5 |

Initiative Name (Business Partner's Solution)*	Measure of Success (Objective)
eCRM xPERT	14,000,000 of eCRM Sales

Initiative Owner*	Start Date (mm/dd/yy)	End Date (mm/dd/yy)	Total BP and IBM Revenue	E/R Ratio	IBM Revenue	E/R Ratio
Anna Naumann	01/01/2002	10/15/2002	$13,950,000	.5%	$8,327,375	.4%
Average number of months to close a lead =>		2	December	<= Last month to close a sale		

Market Segments	Leads	Sales	Revenue	Decision Maker's Job	Business Issues
Financial Services - customer services process	520	130	11,700,000	CIO; VP Sales; VP Marketing	Improved customer responsiveness in line with new Service Level Agreement [SLA] standards
Manufacturing - customer services process	100	25	2,250,000	CIO; VP Sales; VP Marketing	Better tracking of Leads and Customer buying habits to improve business conversion rates in commodity markets
	0	0	0		
Total Leads Required =>	620	155	13,950,000	Prospects Required==>	3,111
Leads Planned =>	625				

SWG Co-Marketing Application

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III. Apply - Most of The Available Data Will be Retrieved From Your Plan.

Welcome Paul Clayton/USM000012 !

PartnerPlan | View Plans | About PartnerPlan | Admin View

Previous | Save & Close | Danielburg Data (CH:Curran) ***COPY***

Software Group Activity/Event Funding Application - eCRM xPERT

Date Updated	IBM Client Rep Name *	C/R Phone	C/R Dept.	Region*	Business Area*	Geography *
06/25/2002	Alison Windsor	44-1582-462266	???	EMEA - Other	IBM Software	EMEA

Company Name*	Danielburg Data (CH:Curran) ***COPY***		BP Type *

Contact Name	Dieter Schmidt Phone: 0049 40 5291871 E-mail: dieter.schmidt@dd.com	Solution Provider

Street Address	Elbstrasse 23	Reseller

	City	Province / State	Postal Code/Zip	Country *	PartnerReward ID
	Hamburg			Netherlands	UK123321S

		PWSW ID*	PWD ID	BPDB ID	Distributor
					Avnet

Enter your correct PWSW ID

		Date PartnerWorld Level Attained	Date for Level Renewal
	Premier	12/31/95	12/31/2001

General overview of Business Partner's business and market place

Danielburg sells a Web Based CRM solution in Central Europe.

BP CEO says: The company needs to review and change its strategy; now is

III. Apply - Enter the Rest of Required Data and Submit

PartnerPlan | View Plans | About PartnerPlan | Admin View

Application Submitted by:

Name *	Phone *	eMail *

Are you applying for the Top Contributor Initiative Start Now Incentive? * ○ Yes ○ No

Funding Information (US Dollars):

Total Expense for Activity/Event *	*Maximum IBM Reimbursement *	SW Revenue expected as a result of the activity/event *

Activity/Event Information

Product Name *	Type of Activity/Event *	*Location of Activity/Event *
▼	▼	

Starting Date * =>		Ending Date * =>	

Language(s) in which the Activity/Event will be performed. *	Estimated size of Audience or Mailing*	Estimated number of Responses *	Estimated number of leads *

Business Case

What is the objective of this Activity/Event? *	
What will the "call to action be"? *	
How does this fit into your overall Marketing Plan? *	

* All fields must be completed in order to save this form.

Save & Close

Submit

III. Apply - You Can See Your Application on WWW

The status of your Application will be updated by IBM. Enter the Application later, to understand the status.

IV. Execute the Activity

V. Report generated Leads

V. Report generated Leads

The Lead Tracking form is fairly simple

VI. Claim - Submit The Claim
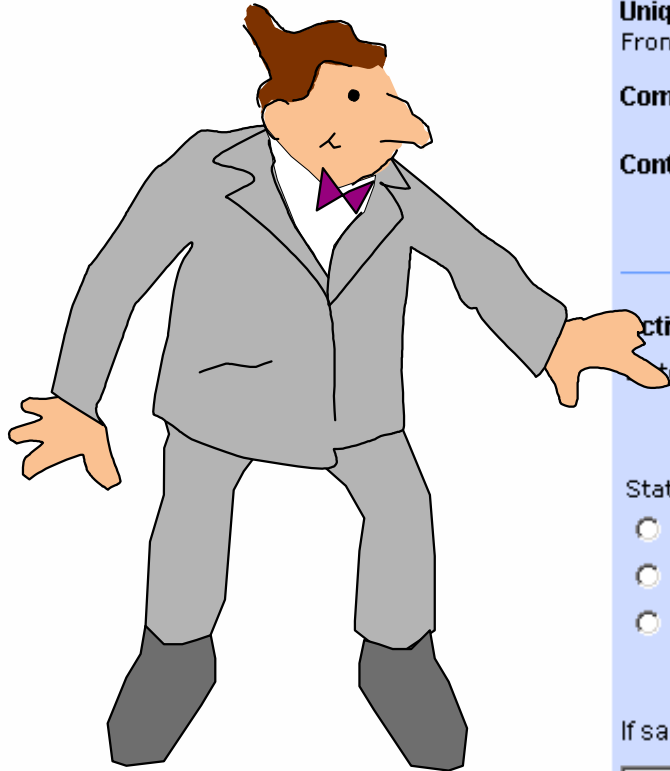
Unique Control Number: *
From your application form confimation.

Company Name: *

Contact Email: *

Activity Information

Date activity completed:* (MM/DD/YYYY) 09/26/2002

Status of Sale:*
- ○ Sold
- ○ Pending
- ○ No Sale

If sale is pending, expected time frame for closing sale:

09/26/2002 (MM/DD/YYYY)

Amount claimed for reimbursement:*

only - You are required to enter the requested amount in US
ce IBM in equivalent amount in Euro

The claim form contains 7 fields only!

http://www.ibm.com/partnerworld/software/zone
> Marketing and sales support > Co-marketing program
> Co-Marketing program opportunities for business partners
> Claim Form

IBM
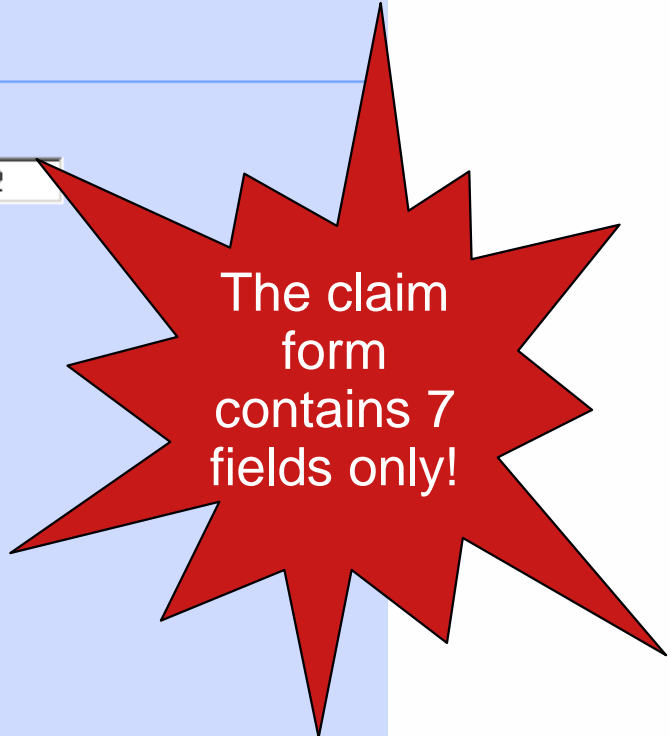
VI. Claim - Submit Proof of Performance

- Don't forget to submit ALL the required proof. Check T&Cs for more info.
  - You can find appropriate Address/Fax # for submitting the proof of performance in the Terms & Conditions Document.
  - Check and Meet all the Deadlines stated in Terms & Conditions!

Marketing Activity	Proof of Performance Required in addition to completed Claim form for selected activities
Customer Seminars/ Customer Teleseminars	1. Agenda 2. Copies of all invoices to be reimbursed. 3. List of attendees. Names, Company name, title 4. Copy of invitation, where applicable. 5. Details about leads generated by the activity
Direct Mail (includes newsletters, product catalogs, direct mail packages, self-mailers)	1. A completed sample of the direct mail package. 2. A detailed printer's invoice showing the number of pieces produced. 3. Postal receipts showing the quantity shipped, postage class, weight and date mailed. 4. If the mailing was done in-house, a signed letter from an officer of the company stating quantity mailed and postage costs. 5. Copies of other invoices to be reimbursed 6. Details about leads generated by the activity
Telemarketing	1. Copy of Script. 2. List of call recipients. 3. Copies of invoices to be reimbursed 4. Details about leads generated by the activity

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VII. Invoice IBM AND close the business

- Once Your Claim has been approved, you will be asked to send your invoice to

   Co Marketing/TCI BP Operations

   Lotus Park

   The Causeway

   Staines, Middlesex

   United Kingdom

   TW18 3AG

- Invoice details will be described in the claim approval note and will be available on the Web

Need for Local Help?

- **Nordics**
  - ►Denmark: Maria Lund Hoepfner: malund@dk.ibm.com
  - ►Sweden: Jenny Hoglund: jenny.hoglund@se.ibm.com
  - ►Finland & Baltic countries: Miia Heliö: miia.helio@fi.ibm.com
  - ►Norway: Marthe T Richardsen: mrichard@no.ibm.com
- **North**
  - ►UK & Ireland: Martin Geraghty: martin.geraghty@uk.ibm.com
  - ►Netherland
    - –Jeanine Verhaar: jeanine_verhaar@nl.ibm.com
    - –Ine van Gisbergen: ivgisbergen@nl.ibm.com
  - ►South Africa: Gaelyn Adamson: gaelyn@za.ibm.com
- **West**
  - ►France: Anna Armillotta: anna.armillotta@fr.ibm.com, Iban Courau: iban.courau@fr.ibm.com
  - ►Belgium: Denise Dahlen: denise_dahlen@be.ibm.com
- **Central - Austria, Germany and Switzerland**
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- **South**
  - ►Italy, Greece, Turkey and Israel: Paola Monnati: Paola_Monnati@it.ibm.com
  - ►Spain and Portugal: Raul Garcia Lopez: raul_garcia@es.ibm.com
- **CEMA - Central & Eastern Europe, Middle East & Africa**
  - ►Sarka Kinclova: Sarka_Kinclova@at.ibm.com

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Thank you!

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