

An Introduction to IBM Co-Marketing

—
Audience: Business Partners and
IBM-Approved Co-Marketing Agencies

January 2025



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What is IBM Co-Marketing?

- Matched funding to help IBM Business Partners execute successful marketing campaigns
 - Currently funded at 100%
- Helps generate demand and increase sales for IBM and its Business Partners
- Co-Marketing is used for a robust selection of marketing activities
(examples shown here)

Digital Marketing

- Website Creation
- Social Media
- Search Engine Optimization (SEO)
- Webcasts
- White Papers
- Case Studies
- Self-running Demos
- Email Marketing
- Email Prospect Lists

Event Marketing

- Business Partner Events
- Third-party and IBM Trade Show Sponsorships
- Facility Rental
- AV
- Signage and Booth Displays
- Marketing Collateral
- Freight, Drayage and Shipping

Traditional Marketing

Direct Marketing: Creation, production, and distribution cost of offering content, prospect lists

Telemarketing: Prospect lists, temporary staff to conduct campaign calls, vendor fees for orientation and campaign calls

Advertising: Print, catalogs, billboards, radio and television

Why should I use Co-Marketing?

Co-Marketing can help you:

- Accelerate business growth
- Further your success in IBM strategic growth areas
- Support your portfolio of offerings that includes IBM products
- Differentiate your solutions and services
- Get your message in front of your clients
- Help clients improve business outcomes
- Cultivate client loyalty

How do I participate?

- To be invited to participate in Co-Marketing funded activities, the Business Partner must join Partner Plus and meet eligibility requirements.
- Partners can earn Co-Marketing funds based on their Partner Plus tier and year-to-year growth. Or partners can be invited to participate in Co-Marketing funded activities.
- Business Partner must accept the IBM Co-Marketing Terms and Conditions (Ts/Cs) to participate.
- The IBM Co-Marketing Center (CMC) is the tool where Incentive Offerings are managed, Marketing Activity Plans (MAP) and claims are submitted, approved/denied and tracked.

– Join Partner Plus

–Meet eligibility requirements

–Accept the IBM Co-Marketing Terms & Conditions (Ts&Cs)

Get started with your campaign!

Executing a Co-Marketing Campaign



- Business Partners can execute campaigns by:
 - executing the Co-Marketing activity on your own
 - leveraging the services of an IBM-approved Co-Marketing agency
 - taking advantage of another organization of your choice

Co-Marketing Model Comparison

Business Partner Led

IBM Business Partner:

- Accepts the Co-Marketing Ts/Cs
- Submits Marketing Activity Plans (MAP) for review and approval
- Executes marketing activity
- Submits eligible expenses for reimbursement
- Is reimbursed by IBM

If Business Partner engages an agency (both IBM-approved or 3rd party)

- MAP(s) is submitted by Business Partner
- Agency executes on behalf of Business Partner
- Business Partner submits claims for reimbursement
- IBM reimburses the Business Partner; Partner reimburses agency

Good choice in instances where you want to control your campaign and Co-Marketing funds

Agency Led (where applicable)

IBM Business Partner:

- Accept the Co-Marketing Ts/Cs
- Delegates execution to an IBM-approved Co-Marketing agency

IBM Approved Co-Marketing Agency

- Submits MAP(s) on behalf of Business Partner for review and approval
- Executes marketing activity
- Submits claims for reimbursement
- IBM reimburses Co-Marketing agency

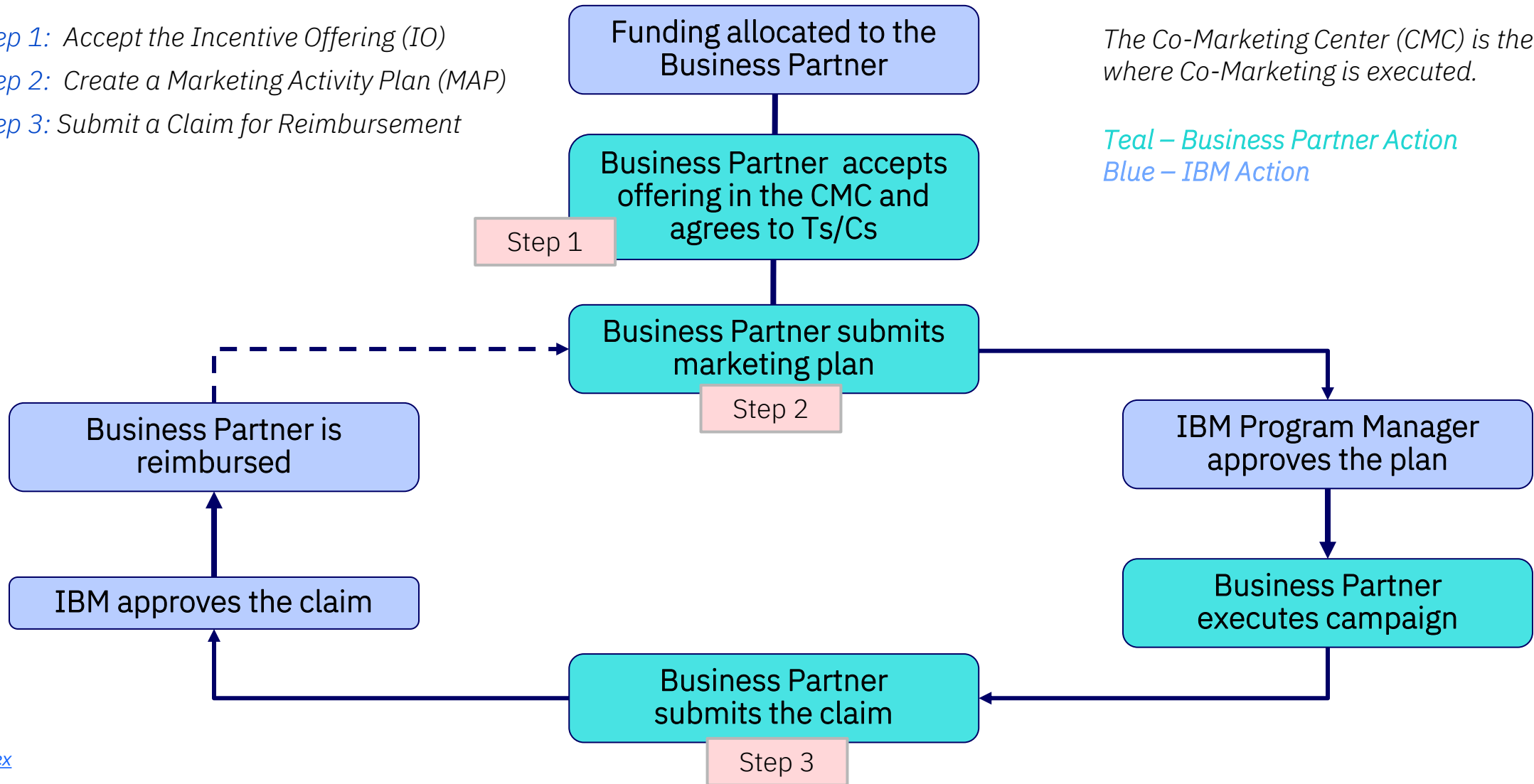
Good choice if you need advice/guidance or lack personnel to execute Co-Marketing campaign

Participating in IBM Co-Marketing is a 3-step process executed in the Co-Marketing Center (CMC)

- *Step 1: Accept the Incentive Offering (IO)*
- *Step 2: Create a Marketing Activity Plan (MAP)*
- *Step 3: Submit a Claim for Reimbursement*

The Co-Marketing Center (CMC) is the tool where Co-Marketing is executed.

*Teal – Business Partner Action
Blue – IBM Action*



Accessing the Co-Marketing Center Tool

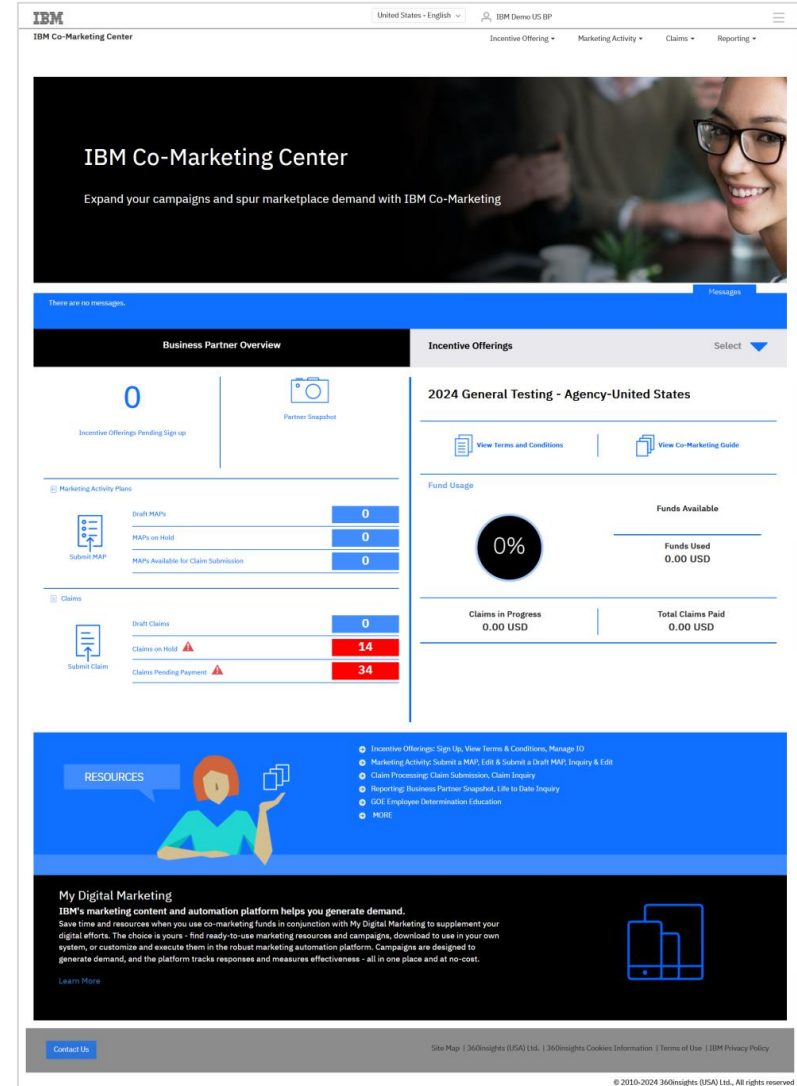
Access the IBM Co-Marketing Center tool (CMC)

1. Access the IBM Co-Marketing Center at: <https://www.ibm.com/partnerplus/marketing/co-marketing-overview>
2. Select the “Explore IBM Co-Marketing Center”, then select continue. You will be redirected to the IBM Co-Marketing Center tool.

1



2



The screenshot shows the IBM Co-Marketing Center dashboard. At the top, there's a navigation bar with 'United States - English' and 'IBM Demo US BP'. Below that, the main header reads 'IBM Co-Marketing Center' and 'Expand your campaigns and spur marketplace demand with IBM Co-Marketing'. The dashboard is divided into several sections:

- Business Partner Overview:** Shows 'Incentive Offerings Pending Sign up' with a count of 0 and a 'Partner Snapshot' icon.
- Marketing Activity Plans:** A table with columns for 'Draft MAPs', 'MAPs on Hold', and 'MAPs Available for Claim Submission', all showing 0.
- Claims:** A table with columns for 'Draft Claims', 'Claims on Hold', and 'Claims Pending Payment'. The counts are 0, 14, and 34 respectively.
- Incentive Offerings:** A section for '2024 General Testing - Agency-United States' with links for 'View Terms and Conditions' and 'View Co-Marketing Guide'. It includes a 'Fund Usage' section showing 'Funds Available' and 'Funds Used' (0.00 USD) with a 0% progress indicator. Below that, 'Claims in Progress' and 'Total Claims Paid' are both 0.00 USD.
- Resources:** A section with a 'RESOURCES' header and a list of links including 'Incentive Offerings: Sign Up, View Terms & Conditions, Manage ID', 'Marketing Activity: Submit a MAP, Edit & Submit a Draft MAP, Inquiry & Edit', 'Claim Processing: Claim Submissions, Claim Inquiry', 'Reporting: Business Partner Snapshot, Life to Date Inquiry', 'SOE: Employee Determination Education', and 'MIRE'.
- My Digital Marketing:** A section with the text: 'IBM's marketing content and automation platform helps you generate demand. Save time and resources when you use co-marketing funds in conjunction with My Digital Marketing to supplement your digital efforts. The choice is yours - find ready-to-use marketing resources and campaigns, download to use in your own system, or customize and execute them in the robust marketing automation platform. Campaigns are designed to generate demand, and the platform tracks responses and measures effectiveness - all in one place and at no-cost.' with a 'Learn More' link.

At the bottom, there's a 'Contact Us' button and a footer with 'Site Map | 360 Insights (USA) Ltd. | 360 Insights Cookies Information | Terms of Use | IBM Privacy Policy' and '© 2019-2024 360 Insights (USA) Ltd. All rights reserved'.

Navigating the IBM Co-Marketing Center (CMC)

IBM Co-Marketing Center

United States - English | IBM Demo US BP

Incentive Offering | Marketing Activity | Claims | Reporting

IBM Co-Marketing Center

Expand your campaigns and spur marketplace demand with IBM Co-Marketing

There are no messages.

Business Partner Overview

Incentive Offerings Pending Sign up: 0

Partner Snapshot

Marketing Activity Plans

Draft MAPs	0
MAPs on Hold	0
MAPs Available for Claim Submission	0

Claims

Draft Claims	0
Claims on Hold	14
Claims Pending Payment	34

2024 General Testing - Agency-United States

[View Terms and Conditions](#) | [View Co-Marketing Guide](#)

Fund Usage

Funds Available: 0.00 USD

Funds Used: 0.00 USD

Claims in Progress: 0.00 USD

Total Claims Paid: 0.00 USD

RESOURCES

- Incentive Offerings: Sign Up, View Terms & Conditions, Manage ID
- Marketing Activity: Submit a MAP, Edit & Submit a Draft MAP, Inquiry & Edit
- Claim Processing: Claim Submission, Claim Inquiry
- Reporting: Business Partner Snapshot, Life to Date Inquiry
- GDE Employee Determination Education
- MOHE

My Digital Marketing

IBM's marketing content and automation platform helps you generate demand. Save time and resources when you use co-marketing funds in conjunction with My Digital Marketing to supplement your digital efforts. The choice is yours - find ready-to-use marketing resources and campaigns, download to use in your own system, or customize and execute them in the robust marketing automation platform. Campaigns are designed to generate demand, and the platform tracks responses and measures effectiveness - all in one place and at no-cost.

[Learn More](#)

[Contact Us](#)

Site Map | 360insights (USA) Ltd. | 360insights Cookies Information | Terms of Use | IBM Privacy Policy

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Drop down menu includes menu items not referenced in the quick links.

Menus across the top include additional functions not referenced in the Quick Links

Message Board features important news and updates

Quick Links provides short cuts to frequently used areas of the tool

Links to frequently used guidance documents

Contact IBM provides easy access to the CMC tech support team

Easy access to Business Partner ready campaign materials for web content, email marketing and social automation.

Step 1: Accept the Incentive Offering (IO)

1

Select "Incentive Offerings Pending Sign Up"



The screenshot shows the 'Business Partner Overview' page. A red box highlights the 'Incentive Offerings Pending Sign Up' link in the left-hand navigation menu. A green arrow points from this link to the right-hand side of the page, which contains a 'Partner Snapshot' section. Below the main content, a navigation bar includes a dropdown menu for 'Incentive Offering' with 'Sign up for Incentive Offering' highlighted by a red box. Other menu items include 'Marketing Activity', 'Claims', 'Reporting', and 'Messages'. The user's profile is identified as 'IBM Demo US BP'.

Or use the menus across the top to open an Incentive Offering

3

Next, review and accept Terms & Conditions by selecting the link. Check the box indicating that you agree and select the Submit Button.

How to Guides available on the CMC tool: [Incentive Offerings - Sign Up](#), [View Accepted](#), [Manage IO](#). Access via the "Resources" bar at the top of the form.

Resources |  

[Back to Index](#)

2

Select the Incentive Offering from the drop-down menu and select the Show Details button to review the details of the program.

The screenshot shows the 'Sign up for Incentive Offering' form. The 'CEID' field is populated with '10011'. The 'Incentive Offering' field is a dropdown menu with the text 'Select Incentive Offering To Edit' and a downward arrow. A blue 'Show Details' button is positioned to the right of the dropdown. A blue 'Submit' button is located at the bottom left of the form.

The screenshot shows the 'Sign up for Incentive Offering' form with details. The 'CEID' is '10011' and the 'Company Name' is 'DemoUSBP1'. The 'Incentive Offering' dropdown is set to '360 2019 Training Testing-United States'. The 'Incentive Offering Balance' is '67,500.00 USD'. A blue 'View Terms and Conditions' button is highlighted with a red box. Below it, a checkbox is present next to the text: 'I acknowledge that I have read and agree to the terms and conditions of this Supplement, the PartnerWorld Marketing Funds Attachment and the PartnerWorld Agreement (collectively, the "Agreement"). I read, understand and agree to comply with the IBM Co-Marketing Guide. I represent and warrant that I am authorized to execute the Agreement on behalf of the legal entity for which I am accepting the Agreement. IBM's acceptance of the Supplement and Attachment shall be confirmed when we approve your marketing activity request.' A blue 'Submit' button is at the bottom.

Step 2: Create a Marketing Activity Plan (MAP)

When you are ready to run a campaign, you must request funds by filling out a Marketing Activity Plan

1 Select "Submit MAP"

Or use the menus across the top (Marketing Activity) to create a Marketing Activity Plan.

2 Select the Incentive Offering from the drop-down menu to begin your MAP

3 Complete the Marketing Activity Plan and either Save as Draft or Submit. Details you will be prompted to enter: Activity Name, Activity Description, IBM Brands, In-Marketing Activity Start and End Date, Expense Types, etc.

How to Guides available on the CMC tool: Marketing Activity: Submit a MAP, Edit & Submit a Draft MAP, Inquiry & Edit. Access via the "Resources" bar at the top of the form.

4 Once IBM approves your MAP, you will receive an approval e-mail and you are ready to run your campaign!

MAP Start and End Date Details

▼ Activity Information

Activity Name

Activity Description ⓘ

Activity Start Date

Activity End Date

Primary Brand
No Primary Brand Selected
[Select Brands](#)

Marketing Tactic Cost
 USD

Estimated IBM Contribution
 USD

TARGETS

Customer Size/Segment
 ▼

Industry Type
 ▼

Estimated Validated Leads ⓘ

Estimated Validated Lead Revenue ⓘ
 USD

Estimated Win Revenue ⓘ
 USD
[Work with your IBM Program Manager for performance measurements.](#)

Additional Comments / Notes
When editing a marketing activity record, append additional comments to existing comments below. Removing existing comments will delete them forever.

Expense/Revenue Ratio based on IBM Contribution

In-Market Activity Start Date:
It is the date your activity is live in the market, and you begin generating leads, not when you start incurring expenses prior to execution.

Estimated Activity End Date:
Date when your marketing activity ends. You have 30 days after the end date to submit your claim. Claims must be submitted throughout the year as each activity is completed.

MAP Detail

▼ Spending Category Tactics

Select / Edit Spending Category Tactics

If Digital Marketing is selected, help will be displayed with a direct link to IBM My Digital Marketing.

Need help with your marketing campaign?

Access My Digital Marketing to browse and select ready-to-use digital assets and campaigns. All assets are customizable or you can just download them and go. Save time and resources using a robust marketing automation platform filled with IBM content, all at no charge.

Log in to My Digital Marketing

Guidance on your Digital Marketing Campaign

► Documentation

Once the MAP is complete, a total expense amount for the Marketing Activity will be displayed, along with the amount of IBM's estimated reimbursement amount and allocated funding.

Marketing Activity Total	Activity Start Date
Estimated IBM Contribution 0.00 USD	Activity End Date
Allocated Funding Balance 15,000.00 USD	Submit Claim By

Save and Continue Save Draft and Exit Submit

Please Note:

- Submission of a MAP is not considered approval to proceed with activity execution. The MAP must be approved by IBM prior to activity execution.
- The approved IBM Contribution for the activity will be communicated in the Marketing Activity Approval email and will be available in Partner Snapshot.

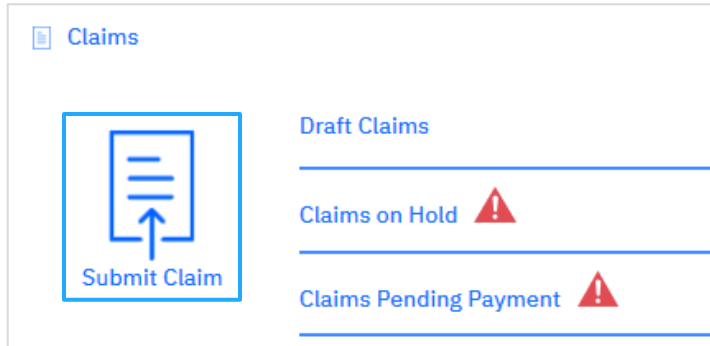
- You may save:
- the form and continue editing the MAP
 - save it as a draft and exit the MAP
 - or submit it for review and approval

Step 3: Submit a Claim for reimbursement

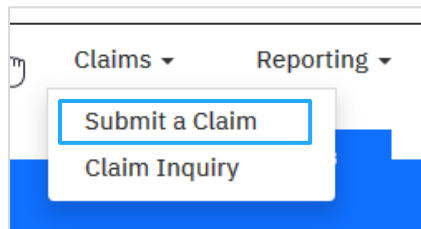
Once you have completed your campaign it's time to claim your funds from IBM.

1

Select "Submit Claim"



Or use the menus across the top to submit a claim



2

Select Marketing Activity Plan (MAP) from the drop-down menu that you will be submitting a claim for.



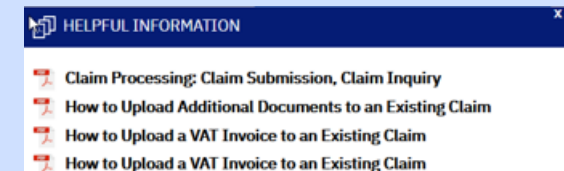
Remember! The UCID is the number assigned to each approved Marketing Activity Plan (MAP). Each UCID is a 12 digital alphanumeric code that starts with "IMCA"

3

Complete the Claim Submission Form, upload your documentation and click the Submit button.

NOTE: You can save the Claim Submission Form as a draft so that you can add your documentation as you go along instead of waiting until the end of your campaign.

How to Guides available on the CMC tool: Claim Processing, Claim submission, Claim Inquiry. Access via the "Resources" bar at the top of the form.



Capturing Leads

IBM measures your Co-Marketing success by tracking your validated opportunities and win revenue against your Co-Marketing spend. Therefore, it's extremely important that you submit and close all opportunities you generate with Co-Marketing funds. Find out more about [entering opportunities to record your Co-Marketing success.](#)

Resources to help you through the process

Easy Access to Co-Marketing “How to Guides” When Submitting a MAP and Claim



IBM Demo US BP



IBM Co-Marketing Center

Incentive Offering ▾

Marketing Activity ▾

Claims 1

Reporting 2 ▾

Submit a Marketing Activity Plan

Resources |  


Get Help with your MAP Submission


Create new Marketing Activity Plan by selecting an Incentive Offering


2024 General Testing - BP-United States ▾


Select Draft Marketing Activity Plan


SELECT ▾

1  **HELPFUL INFORMATION** x

 **Marketing Activity: Submit a MAP, Edit & Submit a Draft MAP, Inquiry & Edit**

2  **TERMS AND GUIDE** x

 **View Co-Marketing Guide**

 **View Terms and Conditions**

RESOURCES 






















- Incentive Offerings: Sign Up, View Terms & Conditions, Manage IO
- Marketing Activity: Submit a MAP, Edit & Submit a Draft MAP, Inquiry & Edit
- Claim Processing: Claim Submission, Claim Inquiry
- Reporting: Business Partner Snapshot, Life to Date Inquiry
- GOE Employee Determination Education
- MORE

Note: Help documents can also be found on the home page.

The Claim Assistant

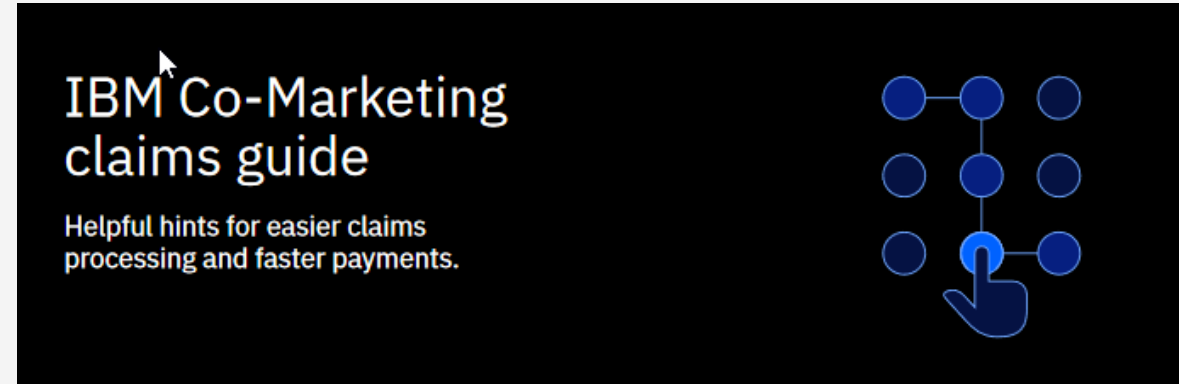
Provides guidance on the types of documentation needed when submitting claims

- Prompts assist you by identifying what items are missing in order to submit claims with all required documentation
- Minimizes the back-and-forth communication with IBM at claim time
- Improves payment time by providing the details for complete documentation for claim processing
- Eliminates guess work and reduces frustration

Status	Spending Category Tactic	Document Type		Uploaded Documents
 Complete	Advertising	Evidence of Expenses. At least one is required. Options include: <ul style="list-style-type: none"> • Invoice • Internal Cost Sheet • For Temporary Personnel: Timesheet, Name, Title, Start Date, Total Hours Worked, Salary, Description of activities completed • Timesheet (name of employee, job title, start date, total hours worked, total salary paid and description of activities completed) 		LinkedIn invoice Jan2018.pdf  Google adwords Q1 invoice and discount information.pdf  (InActive) Flyer copy.docx  Staffing company timesheet.pdf 
 Complete	Advertising	Copy of Advertisement (Note: Evidence of ad execution date and location/placement of ad may be identified in the invoice)		Google adwords screenshots and LinkedIn.zip 
 Optional	Advertising	Additional Documentation		Extra proof of performance.jpg 
 Complete	Customer Conference or Marketing Seminar	Evidence of Expenses. At least one is required. Options include: <ul style="list-style-type: none"> • Invoice • Internal Cost Sheet • For Temporary Personnel: Timesheet, Name, Title, Start Date, Total Hours Worked, Salary, Description of activities completed • Timesheet (name of employee, job title, start date, total hours worked, total salary paid and description of activities completed) 		Timesheet for employees Jan.31.2018.xlsx 
 Not Complete	Customer Conference or Marketing Seminar	IBM Content for Deliverables. At least one is required. Options include: <ul style="list-style-type: none"> • IBM Content for Standard Deliverables (i.e. copy of advertisement, white papers, brochures, presentations, radio script, etc.) • IBM Content for Digital Deliverables (i.e. copy of web pages, blogs, emails, screenshot of SEO, etc.) 		
 Not Complete	Customer Conference or Marketing Seminar	Agenda or tradeshow program		
 Optional	Customer Conference or Marketing Seminar	Additional Documentation. Recommended but not required. Options include: <ul style="list-style-type: none"> • Call Script or Briefing Material • Agenda for digital activity • Invitation • Event/Venue Picture; • List of Participants • Other 		

Guidance for claim submission

[Claim Infographic](#)



Wondering what you can do to speed up claims processing? This guide gives you useful tips on what to do before and during the claiming process.

Frequently Asked Questions

Q. Who can accept and sign up for an Incentive Offering?

A. The firm's Primary Relationship Contact (PRC) or their delegate in the CMC tool.

Q. How can I see my Co-Marketing Terms & Conditions?

A. You can find a link to the Terms & Conditions on the home page, Incentive Offering Sign Up screen, on the Resources bar at the top of the Marketing Activity Plan screen and Claims Submission screen, as well as the Partner Snapshot.

Q. Who can submit a Marketing Activity Plan (MAP)?

A. Each offering is set up uniquely. Some offerings allow Business Partners to submit a MAP, others require a Co-Marketing agencies to submit the MAP.

Q. Who can submit a claim?

A. If the MAP was submitted by a Co-Marketing agency, the agency will submit the claim. If a Business Partner submitted the MAP, the BP must submit the claim.

Q. How long do I have to submit a claim?

A. Per the Co-Marketing Terms & Conditions, you have 30 days from the end of your activity to submit your claim documentation.

Q. Where do I go for help with CMC?

A. Visit us at: Email us at ibmcmc@us.ibm.com

Helpful Links:

Partner Plus: <http://www.ibm.com/partnerplus>

IBM Co-Marketing on Partner Plus: <https://www.ibm.com/partnerplus/marketing/co-marketing-overview>

Partner Plus Program Benefits: <https://www.ibm.com/partnerplus/benefits>

Marketing Resources: <https://www.ibm.com/partnerplus/marketing>

IBM My Digital Marketing: <https://www.mydportal.com/>

For a complete listing of “How to Guides”, click on the “Resources” section on the homepage of the IBM Co-Marketing Center tool.

Questions? Send an email to: ibmcmc@us.ibm.com

Tools to support your journey

What is My Digital Marketing?

- Plan, personalize, execute and measure—running your next marketing campaign just got easier with IBM My Digital Marketing.
 - Plan: An intuitive interface makes identifying the right campaign or marketing asset a simple task.
 - Personalize: Customize copy and images on email and social posts or use templates to create your own content.
 - Execute: All campaigns can be launched in the platform using the powerful marketing automation engine.
 - Measure: Track performance, fine-tune campaigns, and route opportunities to your sales team all within the platform.



Access IBM My Digital Marketing and get started today!

The screenshot shows the IBM PartnerWorld website interface. At the top left is the IBM logo and 'IBM PartnerWorld' text. To the right is a search bar and user profile icons. Below the header is a navigation menu with items: 'IBM Marketing', 'Build knowledge', 'Engage clients', 'Promote your business', and 'Get funding'. The main content area features a large banner with the heading 'IBM My Digital Marketing' and the subtext 'Plan, personalize, execute and measure—running your next marketing campaign just got easier with IBM My Digital Marketing.' A blue button labeled 'Log in to My Digital Marketing' is positioned below the text. Underneath the banner are three navigation links: 'What is My Digital Marketing?', 'Start using My Digital Marketing', and 'Get DCM migration details'. The bottom section contains four icons representing different marketing functions: a calendar, a target, a flow diagram, and a line graph. A 'PartnerWorld Advisor' badge and a 'Let's talk' button are located in the bottom right corner of this section.

[Learn more about IBM My Digital Marketing](#)

Introduction to Seismic

Supercharge your sales efforts with Seismic:

- Find **relevant and fresh sales kits**, plays and materials quickly
- Keep up with the latest information on IBM products and solutions
- Feel confident you're using the **latest version of any asset**, getting notifications when updates are available
- **Virtually collaborate** with your colleagues in **real time** to customize materials
- Quickly send assets using customized and easy-to-access links
- **Gain insights** on how your client's **view and interact** with your presentations

[Access the Seismic landing page](#)

The screenshot displays the IBM Seismic user interface. At the top, there is a search bar with the text "What can I help you find?" and a filter icon. The IBM logo is visible in the top left. Below the search bar, the date "THURSDAY JULY 30, 2020" and a personalized greeting "Good afternoon, [redacted]" are shown. A "Start exploring" section features three main cards: "Systems" with a blue digital background, "All IBM" with a portrait of a woman, and "Asset/Facilities Mgmt & ELM" with an orange industrial background. A "See more content (23)" dropdown is located to the right of these cards. Below this, a "News" section is visible, featuring two news items: "August 4 Storage Announcement News" under the "SYSTEMS - DDR5" category and "Z System Software News" under the "SYSTEMS - ZSOFTWARE" category. A "SEE ALL" link is positioned to the right of the news items. A vertical "FEEDBACK" button is located on the far right edge of the interface.

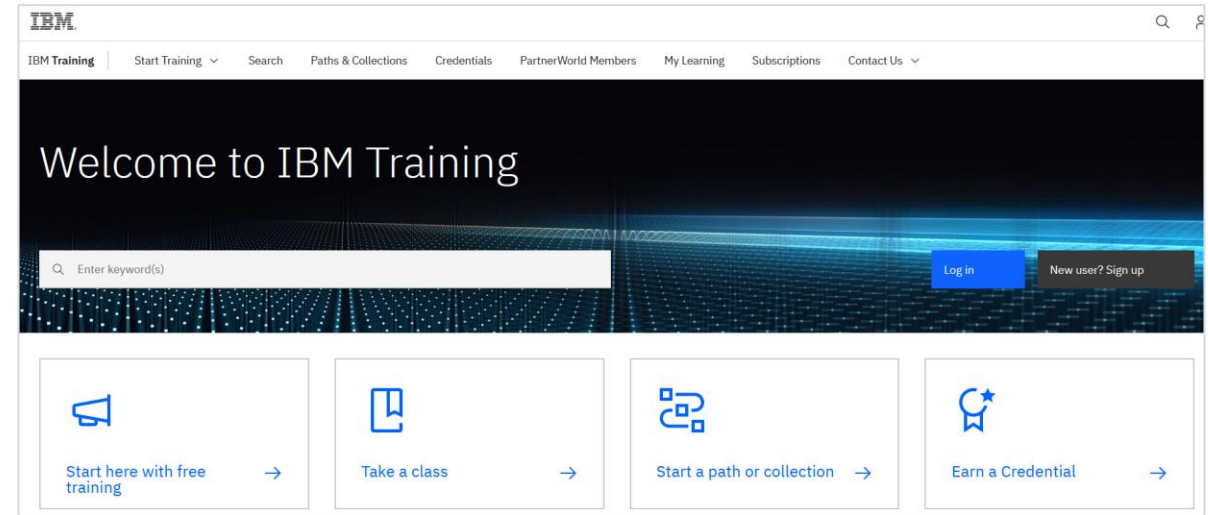
Introduction to IBM Training

We create the talent that fuels the innovation to change the world.

IBM has always believed that if you love what you do, and you have the skills to do it, you can change the way the world works. By developing revolutionary concepts in learning, IBM has made it easier and faster for you to develop the skills you need to succeed:

- Easy access to digital learning content
- Lab platforms providing hands-on labs and product sandboxes
- Global Training Providers offer a robust schedule of IBM training offerings virtually or face to face
- Digital credentials and certificate programs signal your readiness for emerging job roles

At the heart of our human-centered mission is a passion to solve the world's problems by building the skills you need most.



[Access IBM Training](#)