

An Introduction to IBM Co-Marketing

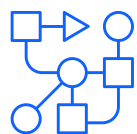
Audience: Business Partners and IBM-
Approved Co-Marketing Agencies

May 2026



What is the objective of Co-Marketing?

The primary purpose of all Co-Marketing tactics must be the promotion, demonstration or explanation of IBM products or services.



Funding to help Business Partners execute high-yielding marketing campaigns

Currently funded at 100%



Business Partners generate demand for IBM solutions



Business Partners progress leads and/or grow total business



Drive revenue for both IBM and our Business Partners

2026 Co-Marketing Framework

Overview

The 2026 Co-Marketing model makes it simpler, more transparent, and easier to execute with IBM Co-Marketing funds.



Funding simplification and transparency

Alignment to Partner Plus total revenue to provide more clarity on the revenue used for earning calculation.



Budget Predictability

Consistent and predictable Co-Marketing base allocation calculated as a percentage of the last 12 months of revenue



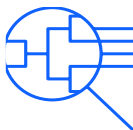
Funds acceptance

Acceptance deadline of 30 days from the date of funds allocation.



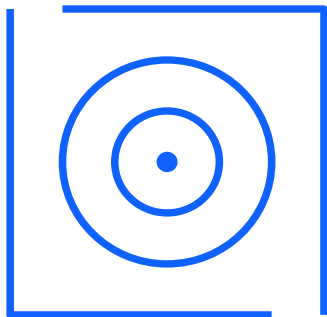
ROI Optimization

Performance as a requirement for continued eligibility of Co-Marketing funds.



Business Alignment

Select Territory focus with accelerators applied for revenue growth in select IBM Software and IBM Infrastructure offerings.



– 2026 Sell Acceleration [Seismic Page](#)

– 2026 Distributor Acceleration [Seismic Page](#)

2026 IBM Co-Marketing

Co-Marketing eligible product list

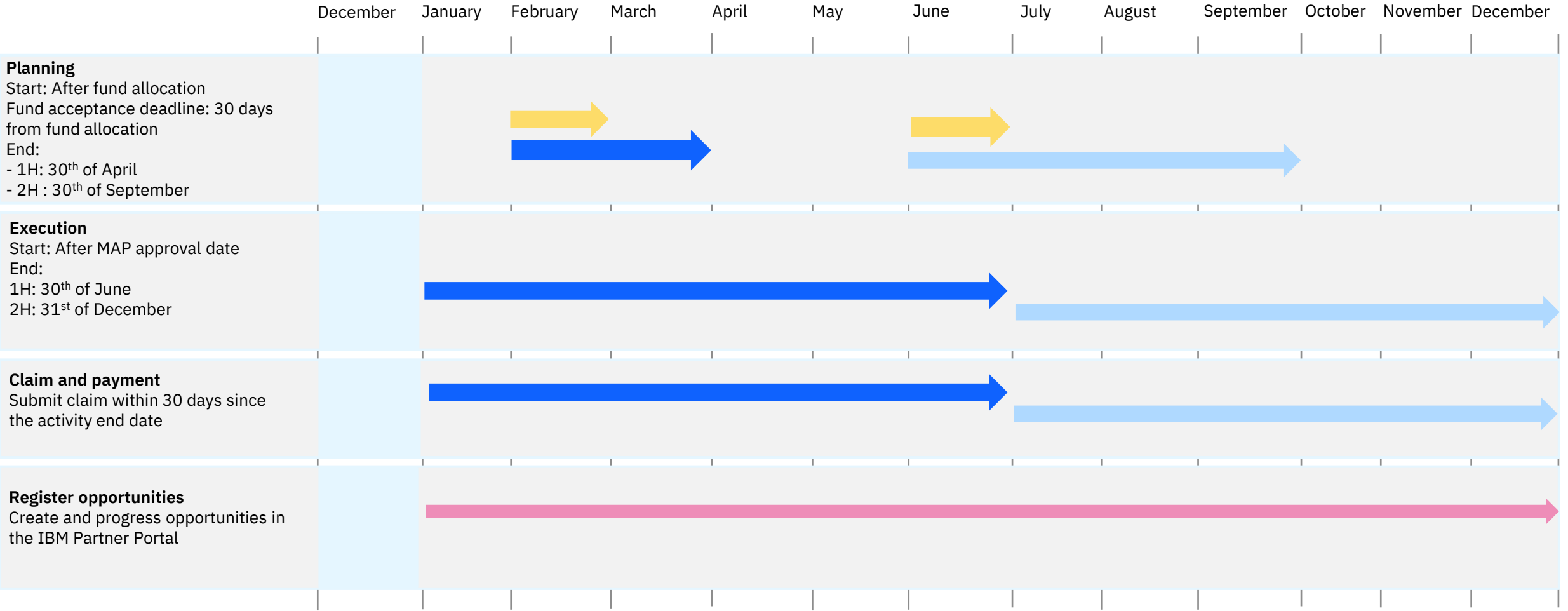
Technology		Select Territory Focus Products	Other products – non-Select Territory focus	
Software	• Bob • Cloudability • Confluent Cloud • Concert • Guardium • Instana • Kubecost • Maximo • NS1 • Planning Analytics • Terraform • Vault • Verify • watsonx Code Assistant • watsonx Orchestrate	• watsonx.data • watsonx.data integration • watsonx.governance • webMethods eCommerce products • Aspera • Cognos • MaaS360 • NS1 • SPSS Statistics	• Apptio • Cloud Pak for Applications • Cloud Pak for Business Automation • Cloud Pak for Data • Cloud Pak for Integration • ELM Suite • Envizi	• API Connect
Infrastructure	• FlashSystem • Fusion • Power VS			• LinuxOne • Power 11 • Storage Scale • Storage Defender

80-80 Rule

- 80% of Co-Marketing budget spend should be focused on Select Territory focus products
- 80% of Co-Marketing budget spend should target Select Territory clients

2026 Co-Marketing Calendar

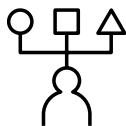
- 1H
- 2H
- 30 Days Funds Acceptance Deadline



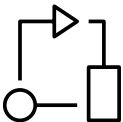
Salesforce powers the entire indirect sales channel

Reasons to leverage IBM Co-Marketing:

Accelerate business growth



Further your success in IBM strategic growth areas



Support your portfolio of offerings that includes IBM products



Cultivate client loyalty



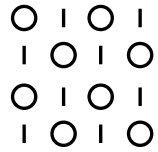
Get your message in front of your clients



Differentiate your solutions and services

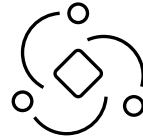


Co-Marketing is used for a robust selection of marketing activities



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 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

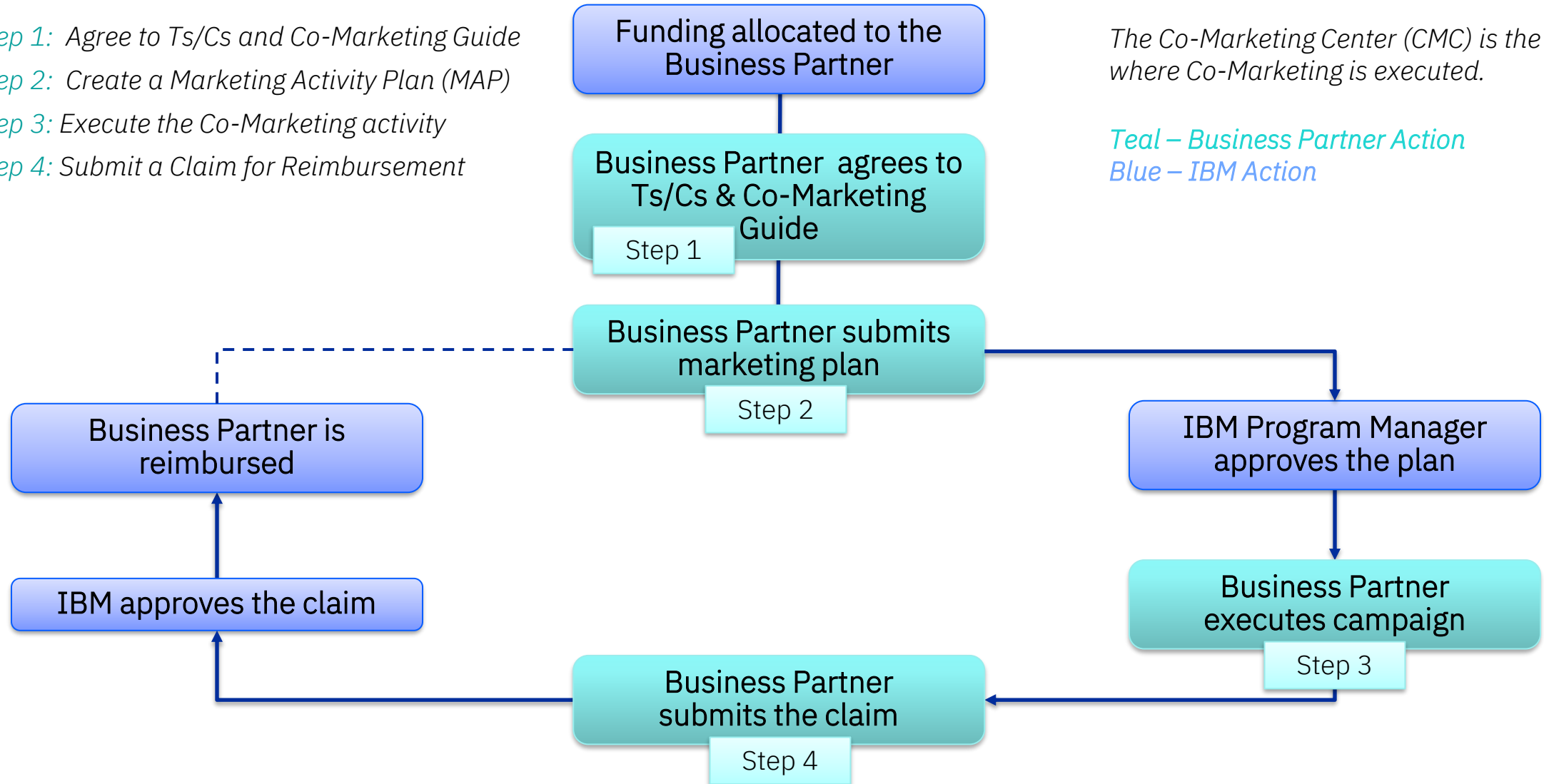
Advertising: Print, catalogs, billboards, radio and television

Participating in IBM Co-Marketing is a 4-step process executed in the Co-Marketing Center (CMC)

- *Step 1: Agree to Ts/Cs and Co-Marketing Guide*
- *Step 2: Create a Marketing Activity Plan (MAP)*
- *Step 3: Execute the Co-Marketing activity*
- *Step 4: 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



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 sales 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 (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

Agency Led (where applicable)

IBM Business Partner:

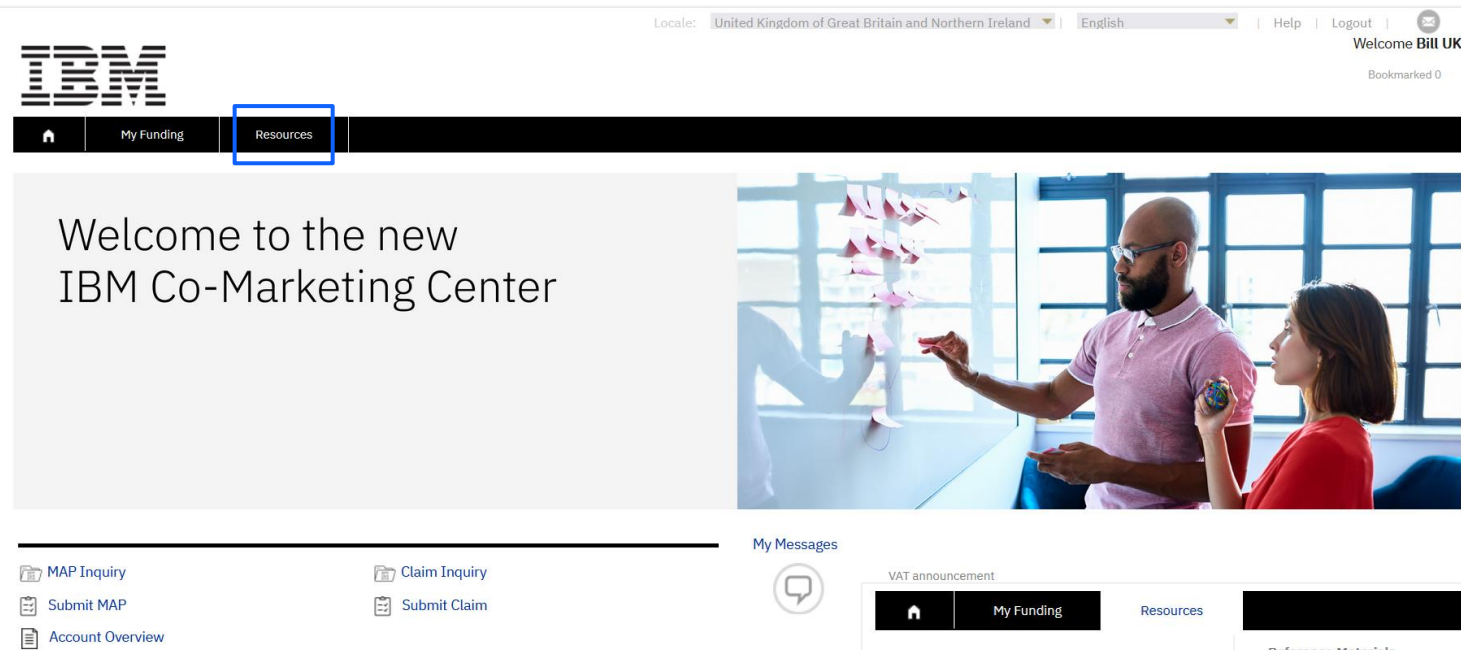
- Accept the Co-Marketing Ts/Cs
- Delegates execution to an IBM-approved Co-Marketing agency

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

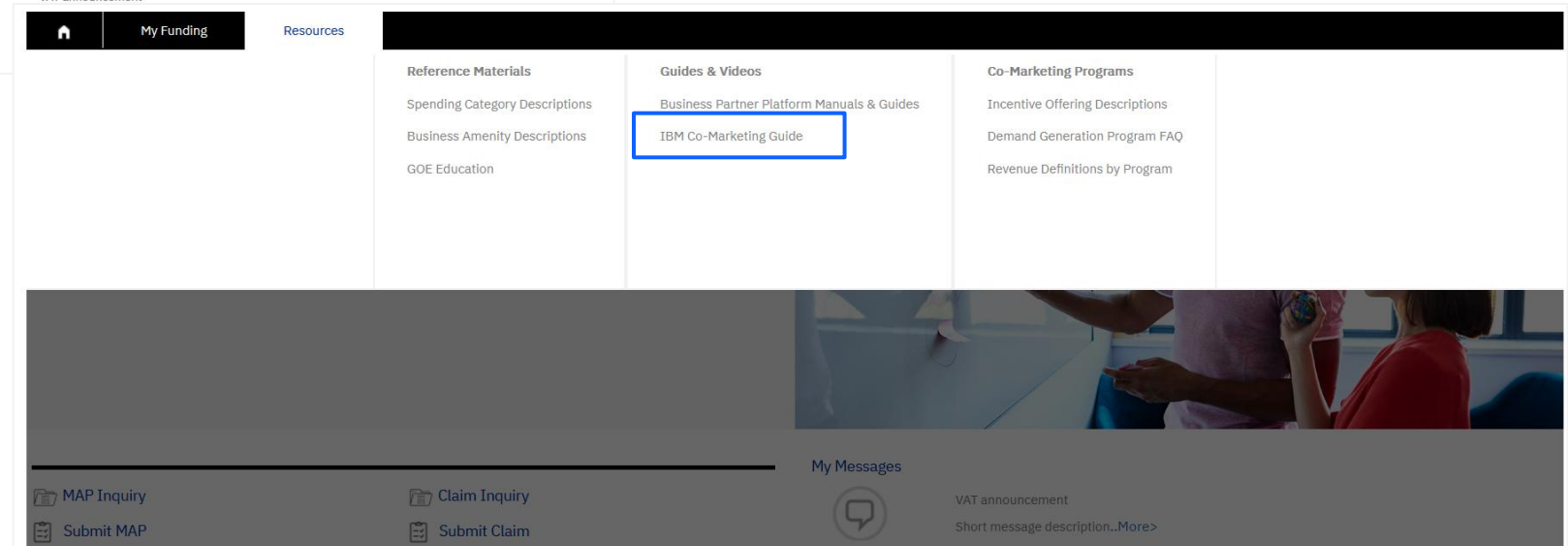
Resources to help you through the process

Accessing the Co-Marketing Guide from the CMC from the nav bar



The Co-Marketing Guide is available from the nav bar:

- Click on Resources =>
- Videos & Guides =>
- IBM Co-Marketing Guide



Accessing the Co-Marketing Guide from the CMC homepage

IBM

Welcome to the new IBM Co-Marketing Center

My Messages

Platform Localization Update
Date and currency format...More>

Co-Marketing Activity Dashboard

4	Draft MAPs	1	Draft Claims
5	Pending MAPs	0	Held Claims
0	Held MAPs	0	Pending Payment Claims
4	Approved MAPs		
2	MAPs Ready to Claim		

Select Incentive Offering

[IBM Privacy Statement](#) [360Insights Privacy Policy](#) [Browser Compatibility](#)

- The **Co-Marketing Guide** is also available from the homepage of the tool:
- Users can scroll down the page to the section called “Select Incentive Offering”, found under the “Co-Marketing Activity Dashboard.”
- To easily view the Terms & Condition, once an IO is selected in the “Select Incentive Offering”, the user can select “**View Terms and Conditions & Co-Marketing Guide**”.

Co-Marketing Activity Dashboard

1	Draft MAPs	1	Draft Claims
5	Pending MAPs	0	Held Claims
0	Held MAPs	0	Pending Payment Claims
3	Approved MAPs		
2	MAPs Ready to Claim		

Select Incentive Offering

360 TEST Kickstart BP Led 100% EM - UK

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

Incentive Offering Usage 5%

Funds Available **57,050.00 GBP**

Funds Used **2,750.00 GBP**

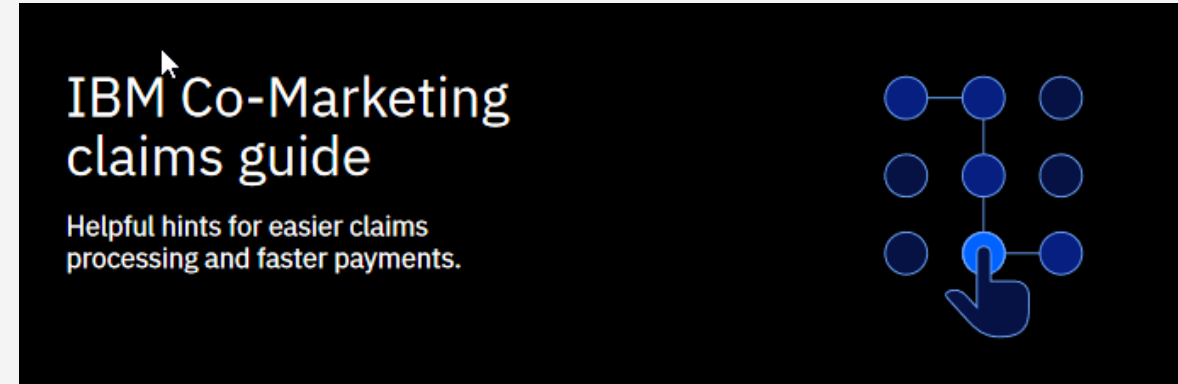
Claims in Progress **0.00 GBP**

Claims Paid **0.00 GBP**

[IBM Privacy Statement](#) [360Insights P](#)

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 individual who submits a Marketing Activity Plan will accept the Ts/Cs on behalf of the partner.

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

A. After you've accepted the Ts/Cs, you can find a link to the Ts/Cs in the Account Snapshot and the Select Incentive Offering section under the dashboard on the homepage. For Account Snapshot, go to the nav bar and select My Funding => Account Snapshot => Account Overview. Scroll to the section titled Incentive Offerings and click on the document icon next to the name of the Incentive Offering.

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 an IBM-approved Co-Marketing agency 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 Marketing Activity End Date to submit your claim documentation.

Q. Where do I go for help with CMC?

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

Tools to support your journey

What is My Digital Marketing?

IBM My Digital Marketing is a marketing automation platform with ready-to-execute campaigns designed to increase your speed to market, reduce marketing costs and grow your business.

- 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!

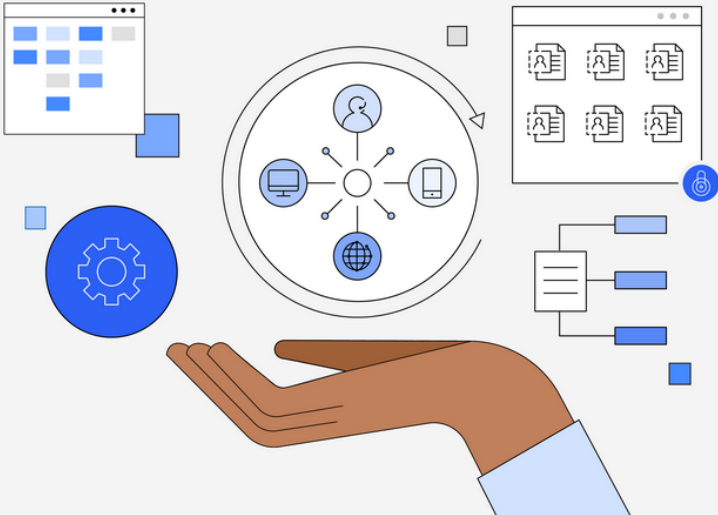


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My Digital Marketing

Explore the latest Persona-Led Partner Marketing Kits and get a strong start to 2026

[Access Now](#)



Getting Started

IBM My Digital Marketing is a marketing automation platform with ready-to-execute campaigns designed to increase

[Schedule a session with concierge](#) 

[Set up your account](#) 

Education

Sharpen your skills with digital marketing education and My Digital Marketing deep-dive demo videos and training guides

Welcome to IBM My Digital Marketing



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

Enablement Resources: Videos & User Manuals

- Resources are available for partners & agency users and can be accessed in the CMC or in Seismic
- Materials cover
 - Intro to the new tool
 - Homepage overview
 - Incentive Offerings (*Business Partner only*)
 - Marketing Activity Plans
 - Claims

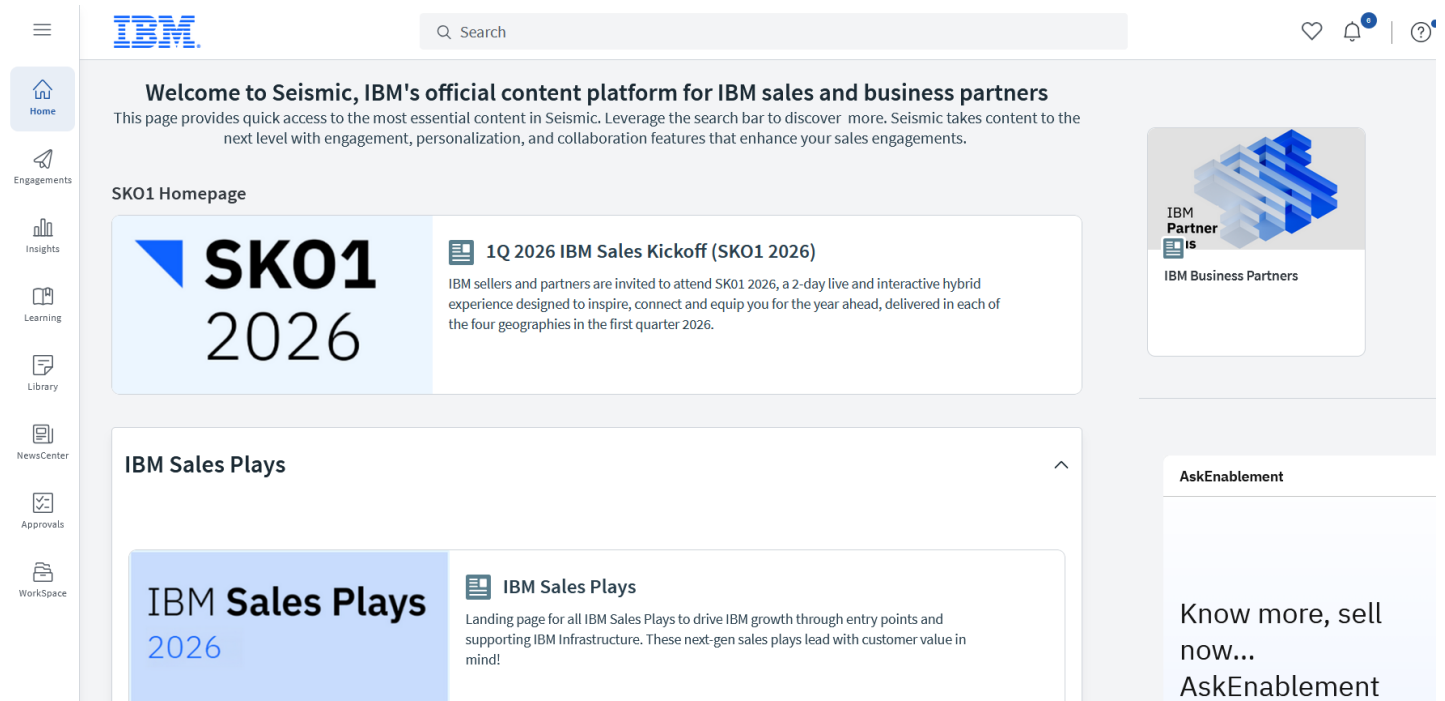
Link to the user manuals and videos in Seismic: [Click here](#)

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](#)



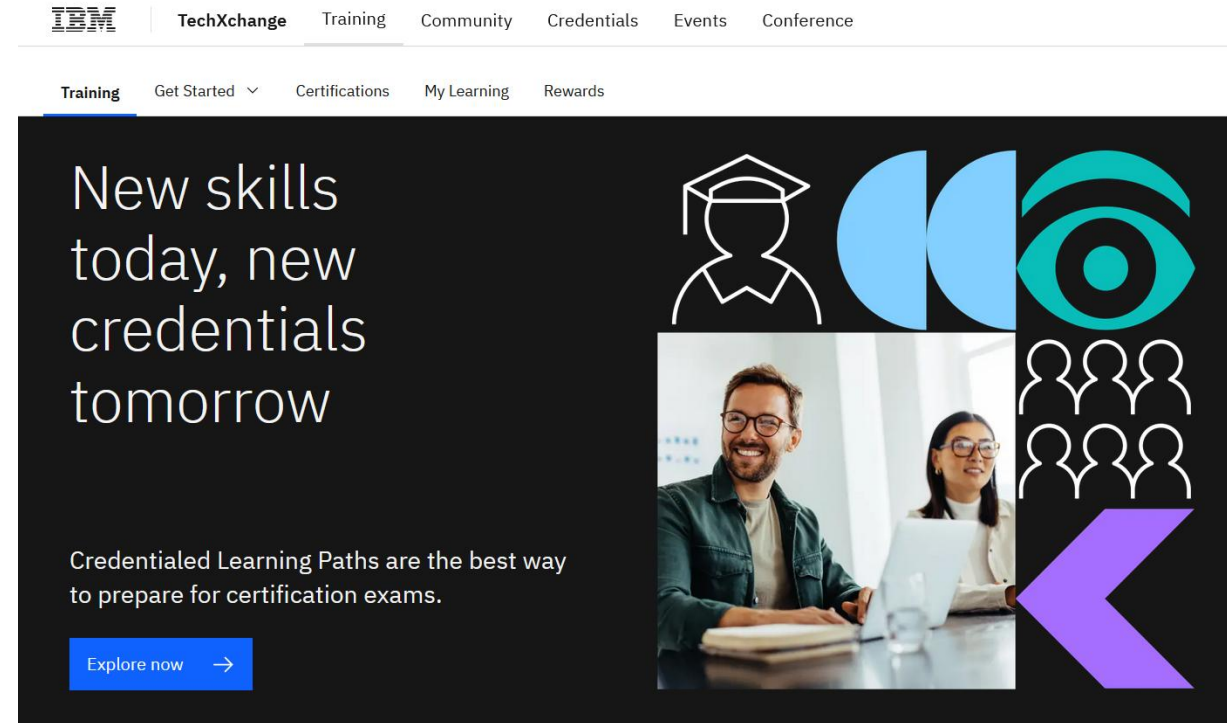
Introduction to IBM Training

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](#)

IBM Partner Plus – Co-Marketing Landing Page

Home / Benefits index /

IBM Co-Marketing

Important Announcement!
The IBM Co-Marketing Center (CMC) tool is migrating to a new platform.
– 2025 Co-Marketing claims will continue to be submitted in the legacy CMC
– 2026 Marketing Activity Plans (MAPs) will be submitted in the new 2026 CMC

[Access IBM Co-Marketing Center \(2025\)](#) → [Access IBM Co-Marketing Center \(2026\)](#) →



Co-Marketing programs

Resources

Co-Marketing programs

We've strengthened our Co-Marketing investment model to make it simpler, more transparent, and easier to execute.



Sell Acceleration Co-Marketing
IBM Sell Acceleration — your fast track to growth
[Explore Sell Acceleration Co-Marketing](#)

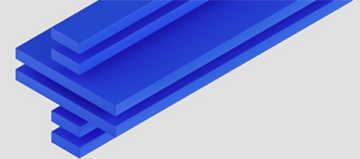


Distributor Acceleration Co-Marketing
Accelerate partner growth and demand generation with Co-Marketing
[Explore Distributor Acceleration Co-Marketing](#)

[Partner Portal Page](#)

Seismic Pages

2026 IBM Sell Acceleration Co-Marketing

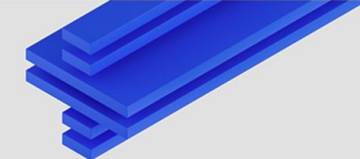


2026 Overview

Sell Acceleration Co-Marketing supports Business Partners who drive software growth and strong return on investment in Sell by investing and growing with IBM.

2026 Sell Acceleration [Seismic Page](#)

2026 IBM Distributor Acceleration Co-Marketing



2026 Program Overview

The IBM Distributor Acceleration Co-Marketing program rewards distributors for their achievements with IBM by offering an earned marketing budget.

2026 Distributor Acceleration [Seismic Page](#)