IBM Retail Store Solutions 2004 Programs and Incentives

For Business Partner – Solution Providers

IBM Retail Store Solutions 2004 Co-Marketing Program
Co-funding is available to IBM Retail Store Solutions Division (RSSD) Business Partners or Independent Software Vendors (ISVs) who execute a demand generation marketing campaign during 2004. Eligible campaigns include: direct mail or outbound telemarketing campaigns using Campaign Designer, cooperative advertising, or industry trade show participation. Eligible ISVs may earn additional funding when promoting their application on IBM Retail Environment for SUSE Linux.

2004 Co-marketing Program PDF 61.5KB

IBM North American Retail Store Solutions 2004 Dollar for Dollar Campaign Program For IBM Premier and Advanced Business Partners
IBM Retail Store Solutions in North America announces for its Premier and Advanced Business Partner Resellers the opportunity to enhance their 2004 marketing campaigns through additional activities co-funded by IBM. The Retail marketing team will work with qualifying Business Partners to identify marketing activities designed to increase 2004 revenue for the Business Partner and IBM Retail Store Solutions.

2004 Dollar 4 Dollar Program PDF 112KB

IBM Point-of-Sale 2004 Incentive Program
Eligible IBM Point of Sale (POS) Business Partners can receive incentive payments that are based on the IBM point of sale revenue they generate during the 2004 calendar year.

2004 Rewards Program PDF 79.7 KB

For Independent Software Vendors

IBM Retail Store Solutions 2004 Co-Marketing Program
Co-funding is available to IBM Retail Store Solutions Division (RSSD) Business Partners or Independent Software Vendors (ISVs) who execute a demand generation marketing campaign during 2004. Eligible campaigns include: direct mail or outbound telemarketing campaigns using Campaign Designer, cooperative advertising, or industry trade show participation. Eligible ISVs may earn additional funding when promoting their application on IBM Retail Environment for SUSE Linux.

2004 Co-marketing Program PDF

IBM Retail Store Solutions Dealer Sign-up Incentive for Independent Software Vendors
IBM's Retail Store Solutions Division (RSSD) is announcing the Retail Store Solutions Dealer Sign-Up Incentive Program. Under the terms of the program, RSSD will award $500 to an eligible Point-of-sale Independent Software Vendor (ISV) each time one of its dealers, who is not currently an IBM Business Partner, 1) applies and is approved as an IBM Business Partner – Solution Provider, and 2) sells at least ten (10) IBM Point-of-sales system units or $25,000 in IBM RSSD revenue by December 31, 2004.

2004 Dealer sign-up incentive PDF 56.8KB