

INTEL[®] INTERNET OF THINGS SOLUTIONS ALLIANCE CO-MARKETING TOOL

Targeted Marketing Campaigns - Training Materials

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INTRODUCTION

Program Overview

The Co-Marketing Center is designed to be your go-to place for resources designed to help you execute Targeted Marketing Campaigns ranging from idea creation to funding, claims, payout and ROI updates. The Co-Marketing Center displays Eligible Opportunities in an at-a-glance structure that aligns with the Intel® Internet of Things Group's products, technologies, market segments, and more.

The Co-Marketing Center features the eligible programs to create demand and generate leads for your targeted sales marketing activities and campaigns. The site also includes resources for the Targeted Marketing Opportunities including comprehensive messaging documents, product photos and technical trainings/materials.

Targeted Marketing Campaigns – Available by Invitation Only

Select Alliance Member Companies have the opportunity to participate in one or more Intel® IoT Solutions Alliance “special” targeted co-marketing campaigns. Intel IoT Solutions Alliance makes resources and Market Development Funds (MDF) available for Eligible Co-marketing Activities outlined in the Co-Marketing Center. These campaign opportunities maximize your investment with a 35% Intel funding contribution.

These special campaigns are available in addition to the regular quarterly MDF program. You may participate in both programs, with separate proposed marketing activities, by submitting individual applications for each. A Marketing Campaign should be made up of about 5 integrated deliverables and should align with your company's go-to-market account plan if one is being driven by your Intel Market Development Manager (MDM).

View all guidelines and requirements for Targeted Co-Marketing Campaigns in the Co-Marketing Center.

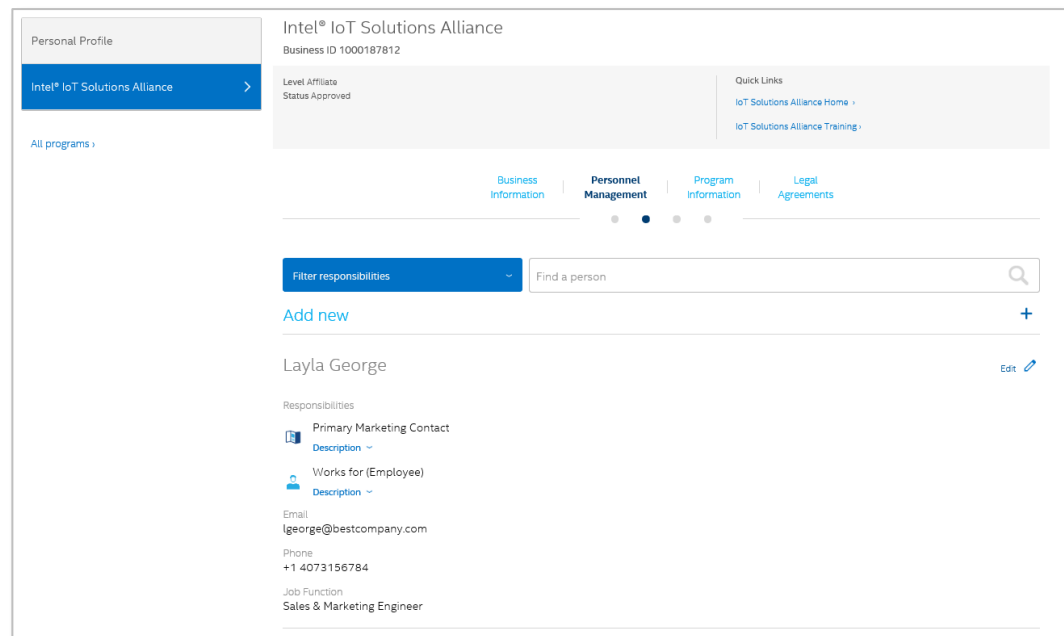
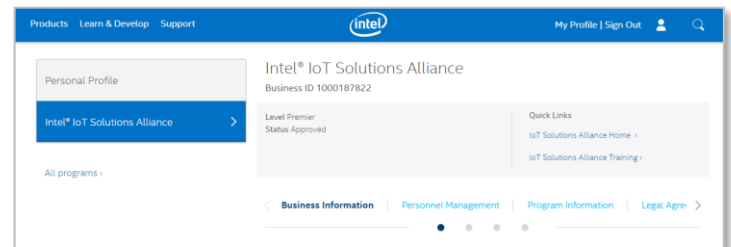
BROWSING CO-MARKETING CENTER

Access to the Co-Marketing Center

Access to the Co-Marketing Center is through the Members Resource Center and is limited to employees within your company with the role of Co-Marketing(MDF) Contact.

To update roles for members of your company:

1. Click **Manage Profile** from the Membership Dashboard on the Member Resource Center Home Page. You will be directed to your Profile area.
2. Navigate to Personnel Management.
3. Select “Add new” or scroll to the company contact to edit his/her access.
4. Click **Save** to save additions and/or changes in roles.



Users with the Co-Marketing role will have access to the Co-Marketing Center within the Alliance Member Resource Center.

SUBMITTING MARKETING DEVELOPMENT FUND APPLICATIONS

Overview

Marketing Development Funds are administered from application to claims & tracking through our Online MDF tool accessed from the Co-Marketing center on the Members Resource Center.

All approved co-marketing activities require use of the Alliance’s Member-specific program Mark and must promote features and benefits of Intel products and technologies. Market Development Funds are not to be applied to broad audience awareness activities like public relations, trade show presence, advertising, merchandise giveaways and brand- related programs.



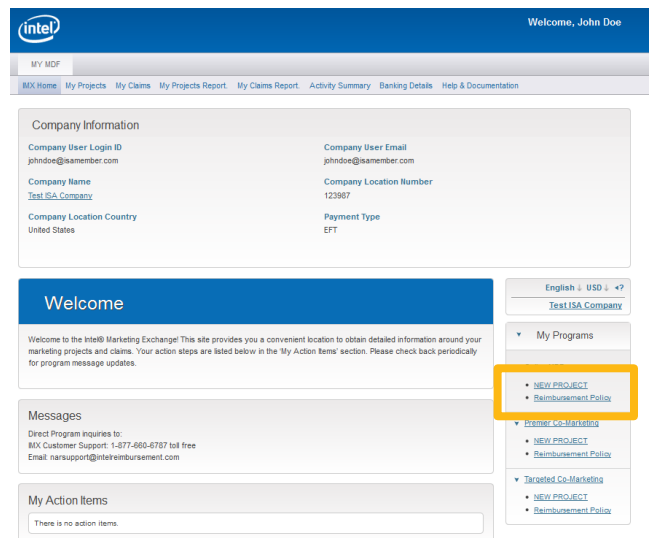
After reviewing opportunities within the Co-Marketing Center click on the **Submit an Application** button to login to the MDF tool.

The online MDF tool will launch using your same login credentials from the Members Resource Center, without additional account information. This will bring you to your custom landing page from which you can submit an application, review past or current projects open, or submit a claim against an approved application.

To enter a new application – submit **new project** from the **My programs** area of the site.

Note:

When submitting your targeted co-marketing campaign, be sure to add a NEW PROJECT under “Alliance: Joint Marketing Campaign”. (Use “Alliance: Quarterly MDF Joint Marketing Campaign” for the regular quarterly program.)



Joint Marketing Campaign - Application Submission Form

Select Associate and Affiliate Members of the Alliance can submit Joint Marketing Campaigns when part of an invitation-only call for integrated marketing plans in support of a specific product, segment or special initiative.

Campaign Overview

1. Enter a project name that will uniquely identify this co-marketing activity.
2. Funds Category field should remain **MDF** as selected.
3. Budget Type field should remain **Contra** as selected.
4. Add start and completion dates for your proposed co-marketing campaign.

The screenshot shows the 'Project Details' form. It includes fields for Program (ISA: Online MDF), Company Location Name (Test ISA Company), Current Status, Project ID, Project Name (with an asterisk), Funds Category (MDF), Budget Type (Contra), Date (2/27/2013), Project Submitted By, Reason, Project Approved Date, Project Start Date (02/27/2013), Project Completion Date, and Funding Quarter. Required items are marked with an orange asterisk.

Campaign Activity Type

Select integrated campaign as your activity type. You will have an opportunity to enter your individual activity details later in the application process.

The screenshot shows the 'Activity Type' dropdown menu. The options are: -Please Select-, EVENT Targeted Audience, EVENT with Product Sales Onsite, Integrated Campaign (highlighted), ONLINE Customer.COM Sales Activity, ONLINE Digital Media Sales Activity, SALES READINESS Collateral Sales/Targeted, SALES READINESS Product Demonstration, SALES READINESS Proof-of-Concept, SALES READINESS System Seed Reimbursement, SALES READINESS Telemarketing, SALES READINESS Training Class/Field, SALES READINESS Training Online Sales Force, SALES READINESS White Paper/CS Sales Tools, and SPECIAL REQ Contra: see proj desc. A callout box labeled 'Integrated Campaign' points to the selected option.

Campaign Focus Areas

1. Add the Geographies of focus for your co-marketing efforts
2. Select one or more Intel Products or Technologies that will be featured in your marketing activities following the provided guidance within the Co-Marketing Center.
3. Select the Market Segment(s) targeted within your activities.
4. Provide information on the specific audience you are targeting. (i.e. System Integrators, Technical Engineers, Resellers, TEMs, Project Managers) Be as detailed as possible.
5. If you are targeting an audience that may not be currently be using Intel Architecture, choose **Yes** on the Target Audience new to Intel Architecture pull-down. If the target Audience is currently using Intel Architecture, choose **No**.
6. Explain how your activities will work together in your integrated campaign.
7. Note how you will use this campaign within the Alliance marketing programs. (i.e. Solutions Directory, Community,

The screenshot displays a web form titled "Campaign Focus Areas" with several sections:

- Geo Focus ***: A multi-select list box containing "APAC", "PRC", "Japan", and "EMEA". Below the list is the instruction: "(Hold the CTRL key to select multiple values)".
- Platform Focus Areas (See Help & Documentation page for Platform details) ***: A multi-select list box containing "Intel Intelligent Systems", "Crystal Forest", "Chief River", and "Maho Bay". Below the list is the instruction: "(Hold the CTRL key to select multiple values)".
- Market Segment ***: A dropdown menu with the text "Please Select".
- Target Audience ***: A large empty text area with a small grid icon in the bottom right corner.
- Target audience new to Intel Architecture? ***: A dropdown menu with the text "Please Select".
- How are activities integrated? ***: A large empty text area with a small grid icon in the bottom right corner.
- How are messages amplified in Alliance programs? ***: A large empty text area with a small grid icon in the bottom right corner.
- Requested Intel Resources**: A large empty text area with a small grid icon in the bottom right corner.
- Request for Community Blogging ***: A dropdown menu with the text "Please Select".
- What are the primary messages to be amplified/promoted? ***: A large empty text area with a small grid icon in the bottom right corner.

Roving Reporter Program, Embedded Innovator Publications)

8. If any Intel resources are desired to support your campaign, please outline in the provided text box.
9. Select if you would like to blog on the Intel® Embedded Community, if you would like a Roving Reporter to feature your campaign in an upcoming blog post, or if you would prefer no blogging activity for this campaign.
10. Summarize the key messages that will be featured within your co-marketing activity.

Campaign Details

1. Enter a detailed description of the proposed campaign for the co-marketing application. Please include information on how Intel technology benefits will be highlighted within your marketing materials. If your co-marketing campaign plan includes technology created in conjunction with another Alliance Member, please provide company name(s) of member(s) involved.
2. Add the approved percentage reimbursement from Intel. Total Intel funding requested will be auto-calculated.
3. Provide the estimated results for your total campaign. All campaigns will track to projected numbers of contacts & opportunities. Contacts are defined as unqualified “names” generated from marketing activities. Opportunities are defined as “names” from the same marketing activities which may convert over time to Design Win leads where Member Company is being considered for vendor selection.
4. To enter each activity within your campaign click on the **Add** button box below the Project Description box, above the Estimated Marketing Activities Results box.

The screenshot displays a web form for entering campaign details. It is divided into several sections:

- Project Description:** A large text area for entering a summary, objectives, and overall plan. A character count shows 4000 characters remaining.
- ASSOCIATED CLAIMS:** A section with a text box containing the message "There is no claim for project".
- Reimbursement %:** A section with a percentage input field and a note "Up to 33% based on Activity Type". Below this is a blue "Add" button.
- Summary Table:** A table with two columns: "Total Cost of Activity" and "Estimated Currency Exchange". The rows show "Total Amount Requested" and "Total Amount Approved", both with dashes in the cost column.
- Estimated Marketing Activity Results:** A section with two input fields: "Total Projected Contacts" and "Total Projected Opportunities".

5. Enter the Activity Type, Total Cost of Activity, Completion Date, and a description of each activity. Click the Blue **Add** button for each new activity until all items within your campaign have been entered.

For a full description of approved activities view [Eligible Co-Marketing Activities](#).

Final Supporting Content

1. If your company will receive reimbursement for this campaign, you will not need to edit the Reimbursement type area. If you would like to reimburse one of your vendors directly – select Vendor from the drop-down menu. You may need to set up a new vendor contact by clicking on the **Add New Contact** Button which will allow you to enter a vendor for direct reimbursement of this campaign.
2. The Approver area is for Intel-use only. **Please do not change the selected reviewer highlighted.**
3. Provide any pertinent documents for your co-marketing campaign, including campaign strategy, messaging documents, media plan, etc.
4. A comments area is provided for any additional information you would like to include informally about this application. All comments sent from Alliance Members will be seen by all Intel users within the MDF tool.
5. You can then submit your project by clicking **Submit**. This places the project in the disposition queue. Or, you can save it to return, complete and submit when your

The screenshot displays the 'Reimbursement Contact' section with a 'Reimbursement Type' dropdown set to 'Vendor' and a 'Vendor Contact' dropdown set to 'No Item available'. An 'Add New Contact' button is visible. Below this is the 'Approvers' section, which shows a list of approvers: Chirag Shah, Ellen Gu, Felix McNulty (highlighted in blue), Gen Kanwal, and Ilene Aginsky. The 'Upload Documents' section includes a 'Document Type' dropdown set to 'Please Select', a 'File' input field, and 'Browse' and 'Upload' buttons. A note states: 'The file size on an upload document is 25MB. Any single document in excess of 25MB will not be uploaded.' Below this is the 'Comments' section, which has a text area for comments, an 'Audience' dropdown set to 'Public', and an 'Add' button. The 'Characters remaining' is shown as 2000. At the bottom, there are 'Submit', 'Save', and '<< Back' buttons.

schedule allows by clicking **Save**. Projects will not be submitted until you click **Submit**. Draft projects—those that have been saved, but not submitted—will appear in the **My Action Items** section of your MDF Tool Home Page.

APPLICATION REVIEW & APPROVAL

After you submit an application, you will receive a confirmation email. Your project is now under review with Intel.

Application Review Period

After you've submitted a project request, you'll receive status updates about the request via email. Intel will review all submissions.

Status Updates include:

Not Submitted	Application has been entered by the originator but not yet submitted for review
Submitted— Under Review	Application has been submitted and is currently under review by the vendor
Approved	Application has been approved is now ready for implementation
Declined	Application has been declined
Incomplete	Application is incomplete and a notification has been returned to the originator with a request for more information about the project
Cancelled	Project has been cancelled

If you receive a notification that your application has been marked incomplete, it is an indication that Intel would like some more information about this co-marketing activity. Please login to the MDF tool, review the comments provided, and re-submit with the requested additional data.

Funding Decisions

You will receive an email notification letting you know if your application has been approved or declined. If an application is approved, the project will continue in the co-marketing tool through to the activity/campaign completion. If your application is declined, the reason for decline will be noted within your email notification.



Can I make changes to a project that I've submitted?

If your project has been submitted but not yet dispositioned, you can make changes to it. Alternatively, if your project has already been approved, you can no longer update it. If changes are required at this point, please contact the vendor.

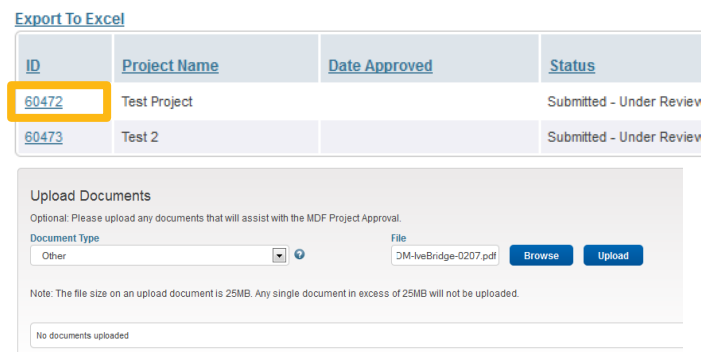
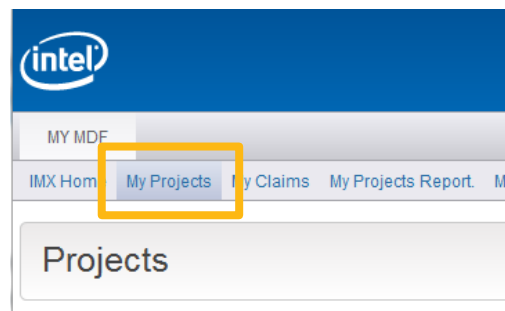
CO-MARKETING MATERIALS DEVELOPMENT

While in development of your approved co-marketing activities, submit collateral and other required materials to Intel prior to completion to ensure technical messaging, trademarking and branding. Technical collateral (white papers, case studies, webinars, video scripts, etc.) must be reviewed at 75% completion by Intel. Other collateral (flyers, posters, EDMs, Digital Media ads) must be reviewed at 95% completion in final layout by Intel. Final collateral must be submitted for catalog in co-marketing activities library.

Posting Collateral to the MDF Tool

All uploads of documents for review requires use of the Online MDF tool.

1. Click the **Login to MDF Tool** button in the co-marketing website.
2. Navigate to **My Projects** in the MDF tool. Scroll to your open projects and click on the ID of the selected project where you would like to submit a piece of collateral.
3. Upload collateral through the Upload Documents area.
4. Add a comment noting you are requesting review of uploaded collateral.



SUBMITTING A CLAIMS ON COMPLETED ACTIVITIES

Members with funded projects are required to report the actual results for funded activities using our online MDF reporting tool when submitting claims for completion of activities.

Submit Claims

1. Click on the **My Claims** link in the left-hand navigation bar.
2. In the **Enter New Claim** section, select the program from the drop-down menu. Then select the approved project. Click the **New Claim** button to submit a new claim.
3. Enter a unique invoice number, date, description and total amount in US dollars of the marketing activities for which you would like to be reimbursed.
4. If you have more than one invoice to submit for a claim, you must add each invoice individually. To add an invoice line item to the claim, enter the corresponding data, and then click **Add**. Repeat this action for each additional invoice you submit within a single claim.

Enter New Claim

Select Program * Partner MDF Project ID 17 - Demand Gen Mailer

NEW CLAIM

Total Cost of Activity

Please enter all invoices relating to the cost of this activity. Enter your TOTAL cost on each invoice

Invoice Number * Invoice Date (mm/dd/yyyy) * Description Amount (USD\$) * ADD

InvoiceNumber	Invoice Date	Description	Amount	Edit	Delete
123	12/22/2009	Test Invoice	10000.00		

Based on the total dollar value of the invoices submitted, reimbursement amount will be up to: \$10,000.00.

Add Proof of Performance Documents

Upload all required proof-of-performance documents specific to your project type. The Intel Marketing Exchange will display the required documents. Select the **Document Type** from the drop-down menu, find the desired file by clicking **Browse**, and then click **Upload**. If you upload the wrong document, simply click **Delete** and upload again.

For collateral, please upload the completed materials as proof-of-performance. For online marketing or events, provide URL to the content. For events, please provide photos of the actual event that reflects Intel's presence and illustrate how the activity prominently promoted the features and benefits of Intel-based systems, products, and/or Technologies.

Proof of Performance Documents

A total of two (2) Proof of Performance documents are required for this claim.

1. An original or copy of the 3rd party itemized invoice showing ad date, net rate less all discounts and rebates, and total cost of media space.
2. AND one of the following:
 - A photocopy of the advertisement or electronic copy.
 - A tear sheet and publisher's media invoice for each time the approved advertisement runs, containing the name of the publication in which the advertisement appeared and the name of the invoiced party.
 - An internet banner placement schedule and photocopy of final banner.

Document Type:

Note: The file size on an upload document is 4MB. Any single document in excess of 4MB will not be uploaded.

Date	Document Type	User	File	Delete
12/28/2009	Invoice	sd@widget-test.com	Invoice.docx	Delete



Acceptable Photo

- Presence of Intel brand
- Presence of Intel technology as described by marketing activity
- Identification of customer



Not Acceptable Photo

- No presence of Intel brand
- No presence of Intel technology
- No customer identified

Enter any comments that will assist the approvers in reviewing and approving your project, and specify who receives these comments – Intel administrators only or other colleagues as well. Then, click **Add**.

You can then submit your claim by clicking **Submit**, which places the claim in the disposition queue. Or, you can save it to return, complete and submit when your schedule allows by clicking **Save**. Claims will not be submitted until you click **Submit**. Draft claims—those that have been saved, but not submitted—will appear in the **My Action Items** section of your Intel MDF Tool Home Page. When you submit your claim, a confirmation page will display that denotes that it has been submitted successfully. You may print a copy of your claim details from this confirmation page by clicking the **Print Friendly Version** link.

Date	Audience	Comment	Author
12/28/2009 20:36	Public	Insert comments for consideration here	sgreen

Receiving your Payment

Once you submit your claim, you will receive an email confirmation that your claim is being reviewed. You will receive an email that accepts your claim, declines, or asks for more information about your claim. If more information is required, you will have twenty days to provide it through the tool.

Upon the approval of your first payment, your company's designated accounting contact will receive an email notification from the Intel Marketing Exchange that a payment is pending, which includes a request to enter your banking details online. This secure process requires a PIN and is a one-time transaction required as a final element of the transition to the Intel MDF Tool. For future payments, your accounting contact will receive a similar email notification that a payment is pending. Within the body of these notifications, the accounting contact will have the opportunity to confirm or update the bank details, if needed. If there is no change in your bank details, they will automatically confirm within the system, and payment will proceed.

Once the payment is deposited into your company's account, your accounting contact will receive an email notification with the payment details, such as Global ID, for tracking purposes.

You can expect to receive payment in 4-6 weeks.