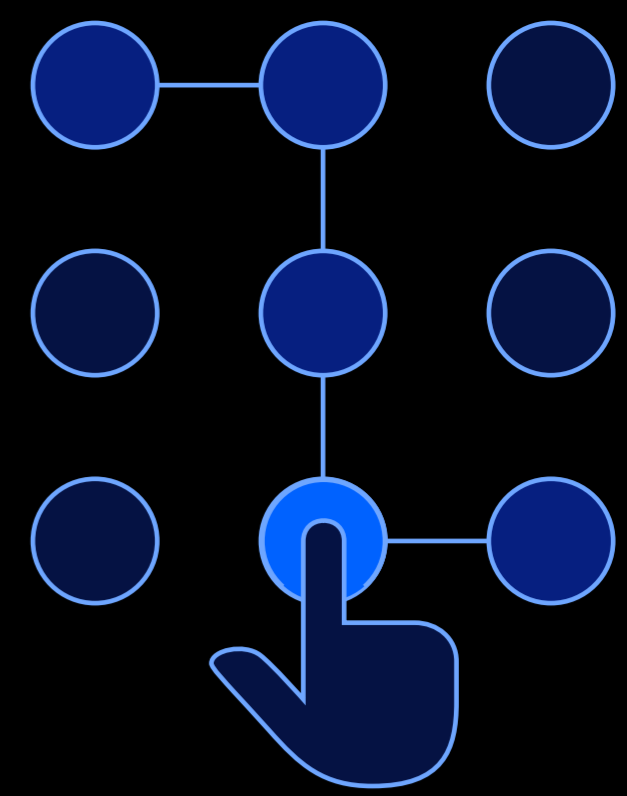


IBM Co-Marketing claims guide

Helpful hints for easier claims processing and faster payments.



Start your claim documentation early.



Remember key considerations, such as submitting claims early.



Use the Co-Marketing Guide for Proof of Performance details.



Submit your claim within 60 days of the MAP end date.

70%

Your Marketing Activity Plan (MAP) was approved. You executed your Co-Marketing tactics. Now it's time to submit your claim for reimbursement.

Nearly 70% of all submitted Co-Marketing claims are incomplete. This guide provides the steps to help you complete a claim and receive prompt payment.

60d

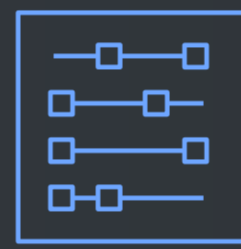
Remember the rule of 60. Submit claims within 60 days of the MAP end date. If a submitted claim remains incomplete for 60 days, it may be cancelled. IBM will continue to remind you of this deadline.

Considerations during the claims process.



Ensure claims spending categories match the MAP.

- If applicable, copy content and attachments from the MAP.
- Remove any tactics that weren't executed.



Address changes to spending categories.

- Work with your Co-Marketing Program Manager.
- Update for any changes during execution.



Submit your claim early.

- Complete documentation while the activity is fresh in your mind.
- Claims must be complete within 60 days of the MAP end date.

Submit Proof of Performance (PoP).



Itemize your expenses.

- Claim each expense only once.
- Include at least one document (PoP) per spending category.



Provide evidence for each invoiced deliverable.

- Add event photos.
- No Sensitive Private Information (SPI) is required.



Use the PoP guidance for each spending category.

- Reference the checklists for PoP guidance.
- Checklists ensure you submit all documentation.

Incomplete documentation can cause claim delays.



Request a call with a Claims Analyst.

- This helps expedite completion of the claim.
- Expedited claims facilitate prompt reimbursement.



Respond to requests for missing PoP.

- Respond quickly to prevent delays.
- Include explanations for why the PoP is missing.



Your Co-Marketing Program Manager can help.

- Contact for help with expired MAPs.
- Additional support is available at ibmcmc@us.ibm.com.

Get additional help from a reliable source

1. Find details in the IBM Co-Marketing Guide.
2. View how-to videos in the IBM CMC.
3. Leverage the MAP and claim guidance provided in the tool.
4. Contact your local IBM Co-Marketing Program Manager.
5. Contact ibmcmc@us.ibm.com.

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