

Want to grow your business through  
increased marketing of NCR solutions?

YES



## NCR Corporation: Retail Channel Marketing Development Funds (MDF) Program Guidelines



Experience a new world of interaction

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**OVERVIEW**

NCR's Retail Channel Marketing Development Fund (MDF) Program is designed to help our Channel Partners grow their business by enabling increased marketing of NCR solutions and thereby reaching a broader market through a wider range of mediums and venues.

NCR Retail Channel Partners can plan, develop and execute marketing activities working in conjunction with NCR through their Channel Account Manager (CAM).

All marketing activities and materials must conform to the NCR MDF Program guidelines outlined in this document. NCR's Channel Operations will strictly enforce these guidelines including ROI justification for all marketing activities.

These guidelines have been specifically designed with NCR Retail partners in mind, and designed specifically for use of NCR Retail Channel MDF funds only.

NCR reserves the right to modify the MDF Program at any time.

**PARTNER ELIGIBILITY**

To be eligible to receive marketing development funds, a retail partner must be an authorized partner in good standing with NCR Corporation.

**GENERAL RULES**

1. An annual business plan must be completed with your channel account manager. Discuss all campaigns during the business plan process.
2. All NCR Retail Channel MDF requests must be submitted before the activity has started. Do not start an activity until you have received NCR MDF approval if NCR's participation is needed.
4. When planning an activity consider all costs before requesting MDF (e.g. Shipping, handling, lead tracking, collateral, equipment, etc.).
5. NCR will support the partner, however; the partner is responsible for managing, driving and delivering results from all approved campaigns.

6. All MDF claims for an approved activity must be submitted within 60 days of activity completion. An extension may be granted for unique circumstances however it must be requested prior to the 60 day expiration date.
7. Provide POP of the marketing campaign with leads generated, event agenda, invitations, approved ad copies, etc.
8. Claims must include ROI information such as number of leads, responses, hits, expected revenue/ actual revenue results, units sold, etc. Partners are encouraged to continue to update results even after a claim has been submitted.
9. Any designated funds will expire at the end of the calendar year if not claimed.

**ELIGIBLE MARKETING ACTIVITIES**

- Advertising (print and/or electronic)
  - Includes search engine marketing and search engine optimization
- Demand Generation
  - e-marketing
  - Direct Mail
  - Newsletters
  - Seminars
  - Telemarketing Campaigns
  - Tradeshow/Events
- NCR Co-Branded Product Collateral (NCR Channel Products only)
- Training

**ACTIVITIES NOT ELIGIBLE**

- Any event where NCR products are not being demonstrated or displayed
- Business Cards
- Charity Events
- Entertainment
- Event Giveaways
- Recruitment Fees
- Sales Rep Incentives
- Travel and/or accommodations
- Yellow Pages or any Telephone Directory Advertisements (listing or display ads)

### **PARTNER MARKETING PLAN SUGGESTIONS**

Partners should collaborate with and submit marketing plans to their Channel Account Manager. All activities co-funded by NCR must be approved by NCR Channel Sales Management.

#### **Marketing plan should include:**

1. Program Goal
2. Target Audience
3. Objective of Program
4. ROI/Metrics
5. Costs of Program

ROI metrics with supporting documentation are due upon completion of any activity co-funded by NCR

### **NCR'S BRANDING GUIDELINES**

See NCR Partner Logo usage guidelines on NCR PartnerNet ([www.my.ncr.com](http://www.my.ncr.com))

All new co-branded communications and materials generated by NCR partners must be reviewed and approved by NCR Marketing.

All requests to use the NCR name or logo with, or in conjunction to, any other company's products or services, must be approved in advance by the NCR Marketing Manager.

### **PROOF OF PERFORMANCE (POP) REQUIREMENTS**

Partners must provide POP and supporting documentation for each marketing activity. At least 2 forms of supporting documentation are required per activity and must be included as attachments with the claim.

#### **EXAMPLES:**

**Print Advertising:** Copy of original ad/tear sheet; invoice, space and duration of ad; number of sales leads as a result of ad, number of opportunities obtained.

**Product Collateral:** Itemized invoice, samples of the collateral, ROI, leads generated.

**Demand Generation:** (i.e. Direct Mail, Email) Original sample, copy of paid invoice including itemized costs (creative, list source, printing, and postage). ROI metrics including total cost of campaign, number of responses, leads and revenue realized as a result of activity.

**Seminars:** Agenda, Sponsors, List of attendees including company name, contact name, title, phone, address; copy of itemized receipt including food, beverage, audiovisual, number of qualified leads, revenue realized as a result of activity.

**Telemarketing Campaigns:** Program objective including target market, script, number of responses, closed lead report, paid invoice from agency/list service.

**Tradeshaw/Events:** Copy of paid invoice for booth space, photo of event booth showing NCR equipment displayed, number of leads from event and revenue expectations.

**Training:** Copy of invoice for Course Fee and documentation showing course enrollment and completion.

**Internet:** Copy of paid invoice, advertisement, banner, landing page, number of hits, number of leads obtained as a result of activity.

Additional metrics may be required as defined by NCR Channel Management.

**CLAIMS PROCESS**

1. NCR Partner will submit marketing activity for pre-approval (before the activity) using the MDF Pre-Approval claim form.
2. NCR will review the request and approve or deny. If approved, NCR will return with an approval control number.
3. NCR Partner executes marketing activity.
4. NCR Partner submits MDF claim with pre-approval control number, accompanied by the required POP supporting documentation.
5. MDF Claim is processed by NCR Channel Operations.

**Required Documentation for Claim Reimbursement:**

- MDF Claim Form with prior approval
- POP (see above)

Upon receipt of MDF claim and POP, NCR Channel Marketing will review/ approve the request as appropriate. NCR can only accept claims where POP as indicated above has been submitted. At least 2 proofs of activity are required as outlined above.

Payment will be processed when the above steps have taken place.

If a claim is rejected for non-compliance, and subsequently corrected, it may be resubmitted within thirty (30) days with the required documentation.

**PAYMENT PROCESS**

Claims may be submitted via USPS, overnight courier or electronically with proof of activity to NCR Channel Operations.

**NCR Channel Operations**

NCR Corporation  
3097 Satellite Blvd., Building 700  
Duluth GA 30096  
Or Email: [channel.partner@ncr.com](mailto:channel.partner@ncr.com)

**HELPFUL HINTS**

All activities must be fully approved by NCR Channel Management and must be completed prior to submitting a claim.

All claims for reimbursement must be submitted within 60 days of activity completion. Partner is required to provide POP with the claim to NCR.

Claim amount cannot exceed the original pre-approval request. Therefore the amount on the original activity request should include an estimate for shipping, and/or reasonable increase due to additional attendees etc.

**GENERAL TERMS AND CONDITIONS**

Advertising and marketing activities must comply with applicable laws and ensure they are in good taste. No payment will be made if such marketing activities are misleading as to price, product features or specifications, or are in violation of any law.

NCR will pay pre-approved net marketing costs. Costs not eligible for reimbursement include: express mail, couriers, sales tax, travel expenses, alcoholic beverages, equipment purchases, employee compensation, or any other expenses not previously approved by NCR.

Payment of claims for advertising that contains products from other manufacturers will be based only on the actual cost of the NCR related space or time devoted to NCR products, which includes a proportionate share of the heading and reseller logo/signature.

Market Development Funds may be used in the media and/or materials specified in this program including; newspapers, tradeshow, marketing literature, NCR promotional materials, television, radio, local mail.

All NCR products featured in printed media must meet approval requirements and recommendations regarding inclusion of descriptive copy, illustrations, logo and trade mark usage. In broadcast media NCR must be mentioned at least as often as the reseller and other manufacturers. The time devoted to NCR must be proportionate to NCR spend.

Advertising must contain NCR logos, product illustrations, product descriptions, and meet any conditions specified in the Program guidelines.

NCR reserves the right to immediately disqualify partners/vendors who abuse this Program in its absolute discretion.

Funds will be authorized by NCR for expenditure by partner on an ad hoc basis per activity.

## Eligibility Reference Guide

Eligible Marketing Activity	Reimbursable Expense	Prior Approval Requirements	MDF Claim and POP (Proof of Performance) Requirements
Advertising (Print or Electronic) Does NOT include Yellow Pages or any Telephone Directory Advertisement or listing	Agency fees, concept, design, printing costs, web space fees, search engine marketing fees	Complete and submit a proposal for each project prior to activity date for approval by Channel Operations. Once approved, please submit a mock-up by fax or e-mail of your advertising before finalizing and printing so that we can ensure NCR products and brand names are represented correctly.	Invoice including net rate, space and duration of advertisement, original ad/tear sheet; banner, number of hits, number of sales leads as a result of ad, value of sales forecast, and opportunities.
Newsletters	Concept, design, production expense, printing costs	Complete and submit a proposal for each project prior to commitment for approval by Channel Operations. Once approved submit a mock-up by fax or e-mail of your newsletter before finalizing and printing so that we can ensure NCR products and brand names are represented correctly.	Invoice from printer, Copy of newsletter. Target Audience, objective for NCR products.
Seminar	Audiovisual, food and beverage, rental fees	Complete and submit a proposal for each project prior to activity date for approval by Channel Operations. Work with Channel Account Manager to plan event.	Invoices for expenses. Agenda, sponsors, List of attendees including company name, contact name, title, phone, address; itemized receipts including food, beverage, audiovisual, number of qualified leads, customer revenue gained as a result of activity.
Product Collateral	Concept, design, production costs	Complete and submit a proposal for each project prior to commitment for approval by Channel Operations. Once approved submit a mock-up by fax or e-mail of your advertising before finalizing and printing so that we can ensure NCR products and brand names are represented correctly.	Invoice from printer, media producer, sample of collateral, video or CD, target audience, ROI, leads generated
Demand Generation, Telemarketing Campaigns	List acquisition, printing, postage, agency fees/list service, search engine marketing fees	Complete and submit a proposal for each project prior to activity date for approval by Channel Operations. Work with Channel Account Manager to plan event.	Invoice for itemized costs, invoice from agency/list service, copy of direct mail piece, provide target audience, ROI metrics for campaign, number of responses, closed lead report, open leads and opportunities.
Trade Show	Booth shipping, drayage and space charges, electrical, furnishing, cleaning, lead retrieval system fees, brochures	Complete and submit proposal for each tradeshow event prior to commitment. Work with Channel Account Manager to plan event. Obtain Marketing approval for NCR logo usage.	Invoice for booth expenses e.g., — booth space, carpet, electrical; photograph of booth including the NCR equipment displayed, leads from event.
Training	Course fee. No travel or accomodation expenses	Complete and submit pre-approval for class attendance prior to commitment.	Invoice for course and documentation showing course enrollment and completion.

## NCR Retail Channel Partner: MDF Pre Approval Form

(Form may be reproduced for submission purposes)

### PARTNER INFORMATION

Company Name \_\_\_\_\_

Date Submitted \_\_\_\_\_ Contact Name \_\_\_\_\_

Job Title \_\_\_\_\_ Phone Number ( ) \_\_\_\_\_ - \_\_\_\_\_ Fax Number( ) \_\_\_\_\_ - \_\_\_\_\_

Email Address \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ P/Code \_\_\_\_\_

### MARKETING ACTIVITY INFORMATION

Please indicate the marketing activity for which you are requesting MDF:

Advertising     Seminar/Event/Tradeshaw    Date of event (MM/DD/YYYY) \_\_ \_\_ / \_\_ \_\_ / \_\_\_\_\_

Product Collateral     Training     Direct Mail     Newsletter (print or electronic)

Other (please specify) \_\_\_\_\_

### SUMMARY OF MARKETING ACTIVITY

(Please include NCR products being displayed, target audience, anticipated results, number of vendors at the event or activity and total anticipated spend.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

MDF Pre-Approval Amount \$ \_\_\_\_\_

**Email supporting documentation to:**  
channel.partner@ncr.com

**OR mail supporting documentation to:**  
**NCR Channel Operations**  
NCR Corporation  
3097 Satellite Blvd., Building 700  
Duluth GA 30096

**For NCR Channel Marketing Use Only:**

Date Received \_\_ \_\_ / \_\_ \_\_ / \_\_\_\_\_

Pre-Approval #: \_\_\_\_\_ Final Approval  YES  NO

Date Approved \_\_ \_\_ / \_\_ \_\_ / \_\_\_\_\_

Approved By \_\_\_\_\_

Total Approved Amount to be Reimbursed \$ \_\_\_\_\_

Activity confirmed with NCR CAM  YES  NO

CAM Name \_\_\_\_\_

**NCR Retail Channel Partner: MDF Claim Form**  
(Form may be reproduced for submission purposes)

**PARTNER INFORMATION**

Company Name \_\_\_\_\_  
Date Submitted \_\_\_\_\_ Contact Name \_\_\_\_\_  
Job Title \_\_\_\_\_ Phone Number ( ) \_\_\_\_\_ - \_\_\_\_\_ Fax Number ( ) \_\_\_\_\_ - \_\_\_\_\_  
Email Address \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ P/Code \_\_\_\_\_

**SUMMARY OF COMPLETED MARKETING ACTIVITY**

(Please include elements of ROI, successes, number of leads, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MDF Claim Amount \$ \_\_\_\_\_ Pre-Approval Control #: \_\_\_\_\_

**PROOF OF PERFORMANCE**

(Attach supporting documentation. See eligibility guidelines)

- Copy of Invoice
- Ad Copy
- Newsletter
- Product Collateral
- Sales leads
- Expense Receipts
- Trade Show Booth photos
- Course completion documentation

Email supporting documentation to:  
channel.partner@ncr.com

OR mail supporting documentation to:  
**NCR Channel Operations**  
NCR Corporation  
3097 Satellite Blvd., Building 700  
Duluth GA 30096

**For NCR Channel Marketing Use Only:**

MDF Claim Control # \_\_\_\_\_  
Date Received \_\_ / \_\_ / \_\_\_\_\_  
Final Approval  YES  NO  
Date Pre-Approved \_\_ / \_\_ / \_\_\_\_\_  
Pre-Approved By \_\_\_\_\_  
Total Approved Amount to be Reimbursed \$ \_\_\_\_\_  
Activity confirmed with NCR CAM  YES  NO  
CAM Name \_\_\_\_\_