

INTEL[®] INTERNET OF THINGS SOLUTIONS ALLIANCE MDF TOOL

Training Materials

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Program Overview

The Intel® IoT Solutions Alliance offers opportunities to extend value of partner marketing through Market Development Funds (MDF). These opportunities allow Alliance Members to plan marketing campaigns incorporating Intel technology benefit messaging and Alliance co-branding into their standard go-to-market messaging. Approved campaigns will be executed by Alliance Members with Intel MDF reimbursement upon campaign completion and proof of performance review. The Alliance MDF offerings range in scale of campaign and percentage of reimbursement by opportunity and tier of company.

For information about your MDF opportunities, start at the [Co-Marketing Center](#), it is designed to be your go-to place for resources designed to help you find co-marketing opportunities available to your company, and execute Joint Marketing Activities ranging from campaign planning to funding, claims, and payout.

The site also includes resources for each Eligible Opportunity. These include messaging documents, product photos, technical trainings, and other materials.

Quarterly MDF Joint Marketing Campaign(s) – Associate & Affiliate Members

The Alliance makes available resources and Market Development Funds (MDF) for [Eligible Co-Marketing Activities](#) that promote Intel® products, solutions and technologies in [Priority Market Segments](#). Associate & Affiliate Members are eligible to apply for MDF campaigns or individual activities each quarter. [Learn More >](#)

Targeted Marketing Campaign(s) – Invitation Only

Select Members may be notified to receive special, invitation-only targeted campaigns in support of a pre-determined initiative. These companies have access to resources and Market Development Funds (MDF) to create and execute an integrated Joint Marketing Campaign that promotes Intel® products, segments, or special initiatives. Details of each special initiative will be communicated with each opportunity.

Approved [Intel® Market Ready Solutions](#) will be eligible for a one-time campaign featuring each approved solution. Details and opportunity guidelines are available on the Targeted Marketing Campaigns page. [View Eligible Targeted Campaigns>](#)

ACCESSING CO-MARKETING OPPORTUNITIES

Co-Marketing Opportunities

Access to the [Co-Marketing Center](#) is through the [Member Resource Center](#). Here you will find eligible opportunities for your company with details of guidelines for Market Development Funds.

Access to MDF Tool

Login to MDF tool is limited to users with the Co-Marketing Role. To update roles for members of your company – See [Profile Training document](#)

SUBMITTING MARKET DEVELOPMENT FUND APPLICATIONS

Marketing Development Funds are administered from application to claims & tracking through our Online MDF tool accessed from the [Co-Marketing Center](#) on the [Member Resource Center](#).



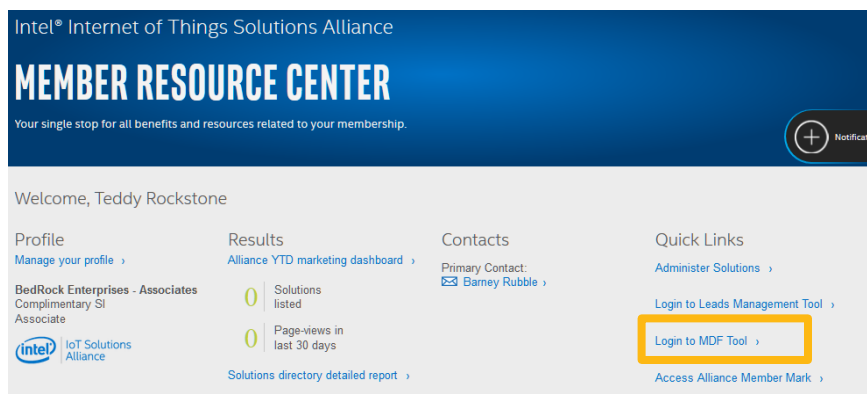
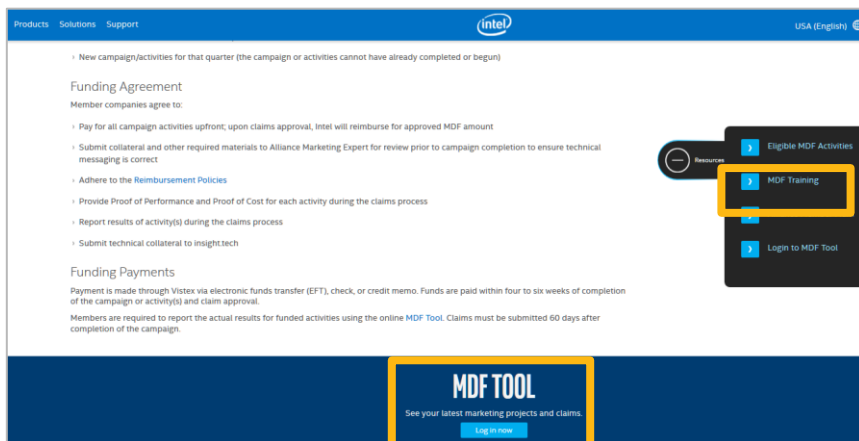
Login to the MDF Tool

After reviewing opportunities within the [Co-Marketing Center](#) click one of the **Login to the MDF tool** options available on each page.

The online MDF tool will launch using your same login credentials from the Member Resource Center, without **additional account information**.

Login is also available on the Dashboard of [the Member Resource Center](#). This link may be used more often when accessing the MDF tool to submit claims at the completion of campaigns.

If you have any issues with login, please contact us for support at: iot.solutions.alliance.admin@intel.com

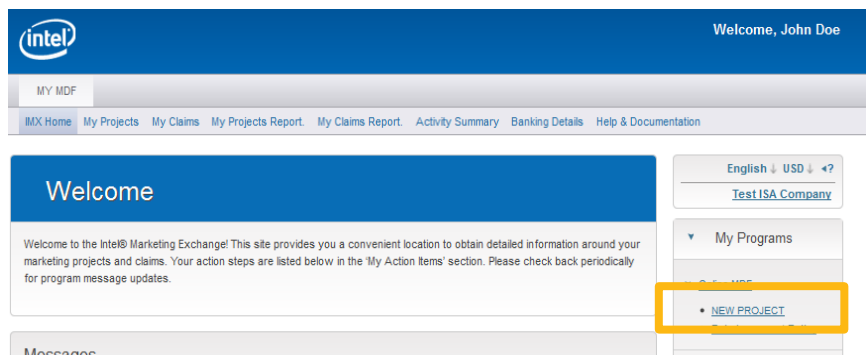


Application Submission

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

Note:

If more than one program is available for your company, refer to guidance in the [Co-Marketing Center](#) on which program to use when submitting for each MDF opportunity.



Project Details

1. Enter a project name that will uniquely identify this co-marketing activity.

- a. Project Names should begin with their MDF opportunity:
 - Quarterly:** [Campaign Name]
 - MRS:** [Campaign Name]
 - Targeted:** [Campaign Name]
 - Premier:** [Campaign Name]

2. Funds Category field should remain default pre-selection.

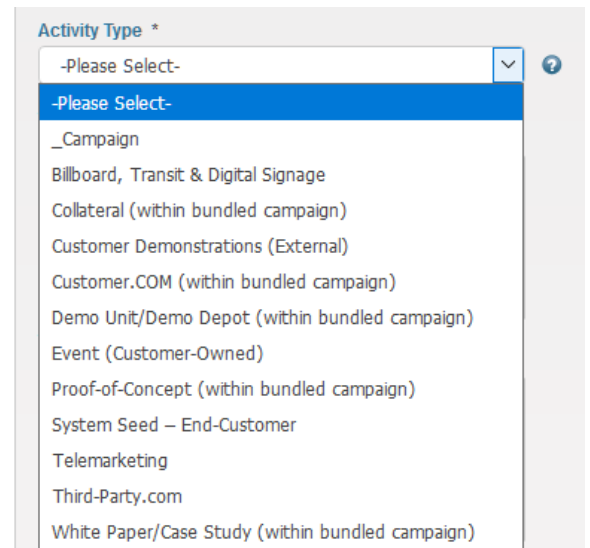
3. Budget Type field should remain **Intel Funding** as pre-selected.

4. Add **start** and **completion** dates for your proposed co-marketing campaign.

Note: For Quarterly MDF opportunities, start date must be after the start date of the funding quarter.

5. Select Activity Type for your campaign

Note: If you have more than one activity for this MDF opportunity, select `_Campaign` as your activity type. You will have an opportunity to enter your individual activity details later in the application process.



Campaign Focus Areas

1. Add the Geographies of focus for your co-marketing efforts.
2. Select the Market Segment(s) targeted within your activities.
3. Provide information on the specific audience you are targeting.
4. 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](#).
5. Enter the URL to your product(s)/technologies that will be highlighted in the campaign. We request that your featured solution will be entered into the Solutions Directory before submitting for MDF.
6. Summarize the key messages for how Intel technology will be featured within your campaign. If this field does not provide enough space for your messaging, please include in the Campaign Description area.
7. Help us understand what benefit this Intel MDF support will have for your company in the Impact of Intel MDF section.
8. Please provide information on any key contacts at Intel you are working with to determine co-marketing focus and messaging.

The screenshot displays a form for creating an Intel MDF campaign. It includes several sections with dropdown menus and text input fields:

- Target Geo Focus *** (Hold the CTRL key to select multiple values): A dropdown menu with options: APAC, PRC, Japan, EMEA.
- Target Market Segments *** (Hold the CTRL key to select multiple values): A dropdown menu with options: Agriculture, Automotive and Transportation, Communications and Networking, Digital Security Surveillance/IP Cameras.
- Describe the Target Audience (eg: Developers, IT Decision Makers, C-Suite) ***: A large empty text input field.
- Intel Technologies *** (Hold the CTRL key to select multiple values): A dropdown menu with options: Apollo Lake, Denverton, Purley, Skylake.
- Solution URL(s) (posted to solutionsdirectory.intel.com)**: A large empty text input field.
- Intel Benefit and Intel Product Messaging ***: A large empty text input field.
- Impact of Intel MDF *** (Hold the CTRL key to select multiple values): A dropdown menu with options: Extend Marketing Impact, Take Product to Market, Establish New Target Audience, Get to Market Faster.
- Intel Key Contact(s) (who supported you in working on this campaign)**: A large empty text input field.

Campaign Details

1. Enter a detailed description of the proposed campaign for the co-marketing application.

Please include campaign strategy and key messages that will be integrated into the materials and activities.

2. If you are submitting for a single opportunity, enter your total costs for the co-marketing activity.

3. If you are submitting a campaign with multiple activities, click on the **Add** button box below the Proof of Performance Requirements, above the Estimated Marketing Activities Results box.

4. 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](#).

5. Note that the Total Amount Requested will show 100% when you submit your campaign. Correct reimbursement percentage will be added on MDF review depending on the campaign funding levels and/or Alliance membership tier.

Total Cost of Activity USD 50,000.00	Estimated Currency Exchange (USD 50,000.00)
Total Amount Requested USD 50,000.00	Estimated Currency Exchange (USD 50,000.00)
Total Amount Approved USD 0.00	Estimated Currency Exchange --

6. Provide the estimated results for your total campaign. All campaigns will track to # of contacts generated by the completion of the campaign and # of deployments that is estimated during campaign and 6 months after campaign completion.

Final Supporting Content

1. The Approver area is for Intel-use only.

Please do not change the selected reviewer highlighted.

2. Provide any pertinent documents for your co-marketing campaign, including campaign strategy, messaging documents, media plan, etc.

3. 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.

4. 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 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:

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 through the [Co-Marketing Center](#), review the comments provided, and re-submit with the requested additional data within 2 days of request.

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 your Intel contacts prior to completion to ensure technical messaging, trademarking and branding. Technical collateral (white papers, case studies, webinars, video scripts, etc.) should be reviewed at 75% completion by Intel to influence messaging. Other collateral (flyers, posters, EDMs, Digital Media ads) should be reviewed at 95% completion in final layout by Intel to ensure co-branding. Final collateral must be submitted during the claims process as proof of performance.

SUBMITTING 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. Login to the MDF Tool through the [Co-Marketing Center](#).
2. Click on the **Claim** link in the My Action Items of your open projects.

Type/Id	Program/ Project/ Activity	Status	Amounts	Expiration Date	# Claims	Action
Project 180940	Alliance: Strategic Joint Marketing Apollo Lake co-marketing-Transportation _Integrated Campaign	Approved	Total Cost of Activity USD 49,500.00 Project Amount Approved USD 17,325.00 Project Amount Unclaimed USD 9,119.87	02/22/2018	1	Claim
Project 232753	Alliance: Strategic Joint Marketing	Not Submitted	Total Cost of Activity - Project Amount Approved - Project Amount Unclaimed -		0	Edit
Project 232755	Alliance: Strategic Joint Marketing Intel Purley Co-Marketing proposal _Integrated Campaign	Approved	Total Cost of Activity USD 25,000.00 Project Amount Approved USD 8,750.00 Project Amount Unclaimed USD 8,750.00	09/29/2018	0	Claim
Project 244275	Alliance: Joint Marketing Home Page New Product Promotion Customer.COM (within bundled campaign)	Approved	Total Cost of Activity USD 30,000.00 Project Amount Approved USD 7,500.00 Project Amount Unclaimed USD 7,500.00	09/28/2018	0	Claim

3. Enter the results of your campaign at complete.

Note – this includes an updated estimate of the number of deployments you expect to achieve based on this campaign in the next 6 months.

Marketing Activity Results (ROI)

ESTIMATED RESULTS

of contacts
105

of responses (leads)
20

ACTUAL

of contacts *

of responses (leads) *

4. In the Total Cost of Activity area, click **Add** to create a custom invoice to Intel that includes: An “invoice number” that can be used to track the payment within your accounting systems, date you are submitting the campaign, the total amount actually spent on the campaign, and a description of the costs (i.e. campaign name).

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	Description	Amount	Estimated Currency Amount	Action
<input type="button" value="Add"/>					

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 *

Amount *

Estimated Currency Exchange

Description

Note: Do not make the mistake of inputting the Intel MDF Amount as the total cost, this will greatly reduce your reimbursement. A calculation is taken of the total project amount and the percentage of Intel reimbursement to calculate your payment. Click **Submit** when project cost entry is completed.

5. 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.

Reimbursement Contact

Reimbursement Type *

Partner

To setup a new vendor, email <mailto:mdf@inteliotolutionsalliance.com>

Reimbursement Contact

Reimbursement Type *

Vendor

Vendor Contact *

Please Select

Add Proof of Performance Documents

Upload all required proof-of-performance documents specific to your project type. The MDF Tool will display the required documents based on your approved activities.

Itemized Invoice: Upload a spreadsheet outlining each line item of the costs incurred throughout the campaign.

Proof of Performance Documents

Integrated campaign activity.

Event – General

- Photo of event or booth, and display elements showing Intel branding, messaging or marketing or Intel customer report
- ***If a webinar, submit a copy of the digital content and landing page, if applicable
- Third-party invoice with line-item detail OR Intel customer invoice or report with itemized cost breakdown

White Paper/Case Study/Benchmarking

- Copy of final white paper, case study, testimonial, and/or benchmark paper
- Third-party invoice with line-item detail OR Intel customer invoice or report with itemized cost breakdown

Document Type

Supporting Documentation

Note: The file size on an upload document is 25MB. Any single document in excess of 25MB will not be uploaded.

No documents uploaded

Supporting Document: Upload each Proof of Performance material outlined in the section above document entry.

Acceptable Photo

- Presence of ISA brand
- Presence of Intel technology as described by marketing activity
- Identification of your company



Not Acceptable Photo

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



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.

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**.

Comments

Click ADD to save your comments

Characters remaining: 2000

Audience

Public

Add

No comments added.

Submit Save Back

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.

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, you will receive a similar email notification that a payment is pending. Within the body of these notifications, you 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.