



# NOKIA Co-op Program FAQs

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## 1. What is Nokia's Co-op program?

The Nokia Co-op program ("the Co-op program") is designed to support you, a Nokia Partner, to effectively market Nokia products and solutions to your customers. The Co-op program represents our continued commitment to ensure that you have the tools and resources to create demand, generate sales leads and realize revenue potential.

## 2. Who is eligible to participate in the Co-op program?

The Co-op program is available to all partners who have signed a Partner Program Agreement or have been qualified by Nokia to participate in the Co-op program by written notice. If you are unsure whether your company qualifies for the Co-op program, please



contact your Nokia Partner Sales Manager. Your company is eligible to participate in the Program for as long as the Partner Program Agreement is valid, your account with Nokia is current, and you have no overdue invoices. Nokia reserves the right to modify or end the program at any time. You will be notified of any such updates in writing.

### **3. How does the Co-op program work?**

Your company earns Co-op accruals that you can use to tailor your advertising, marketing and business development efforts to effectively promote and sell Nokia products and solutions. Your company is reimbursed 50% of an approved activity's actual cost in the form of a credit memo.

### **4. What are the program benefits for a Partner?**

Nokia offers the following ongoing commitment to our partners:

- Nokia redirects a portion of its profit margin in support of co-op activities. The percentage of Sales allocated for co-op is established in an ongoing contract addendum, and is in direct relationship to the customer's purchases.
- Coordinated Marketing support - a Nokia key marketing contact will work with each customer's marketing team to develop mutually-beneficial activities in addition to those already supported through Sales.
- Co-op accruals may be used to offset a wide variety of Nokia in-house and third-party vendor expenses.
- Nokia has contracted Birch Worldwide to create a customized online tool that facilitates planning, budgeting, and provides full visibility of Co-op accruals. Reimbursement requests and proof of performance are also managed through the tool.
- Accruals may be used to reimburse a wide range of mutually-beneficial marketing activities, from lead generation programs to sales training events to third party market research.



## **5. What is in it for Nokia?**

Nokia and the Partner mutually benefit in this program in the following ways: revenue generation, branding/recognition/relationship building and shared expertise.

## **6. What are co-op accruals?**

Co-op accrual is the percentage earned through product purchases, tracked by Nokia Finance. Nokia offers Co-op only to select partners. Co-op accounts are created and accruals begin as soon as the Co-op Contract Addendum is signed and executed. Co-op accruals are calculated monthly and is one percent (1%) of a Partner's net purchases of Nokia eligible IP Routing & Transport portfolios, less any returns that may apply.

## **7. How does my company earn Co-op?**

The Nokia Co-op program is a 12-month rolling program. Co-op accruals are calculated on a monthly basis as 1% of your company's net purchases (taxes and logistics fees excluded) of eligible Nokia products (hardware and software; OEM and services are excluded) less any returns that may apply. Your co-op balance is available to you on the co-op online tool.

## **8. What is the accrual lifecycle and expiration period?**

Co-op accruals are available for use for 12 months provided your Partner Program Agreement with Nokia is valid. Each month's accrual expires after one year unless approved activities are properly claimed with all supporting documentation following the co-op program guidelines and processed by Birch. We will notify you, by e-mail, of the accruals that are due to expire 90 and 30 calendar days before their expiration. Claims must be fully audited prior to an accrual expiration date.

## **9. When do I start accruing co-op amounts?**

Your Co-op accrual will start the same month you signed your Nokia Partner Program Agreement.



**10. Are Co-op accruals transferable?**

No.

**11. Do I have a Co-op account and user set up on the online program tool?**

Your Co-op account is created by Nokia as soon as the Partner Program Agreement becomes effective or as soon as the written notice referred to above is issued.

Your PSM must request registration on the Co-op tool of your Partner Administrator in order for you to access your co-op account.

**12. Once registered, how do I access the Co-op Program tool?**

Login to the Partner Portal at: [www.alcatel-lucent.com/partner-program](http://www.alcatel-lucent.com/partner-program) and click on the Marketing tab. The Co-op Online Tool link is located on the right side of the page within the Tools section.

**13. What are credit memos?**

Credit memos are the form of reimbursements and may be up to 50% of an approved activity's cost, based on approved claims. Credit memos may be used against open invoices with Nokia and for future invoices.

**14. What are the steps I need to take to use co-op accruals for activities?**

<p>STEP 1</p> <p>Create &amp; submit Quarterly Activities List for Sanctioning</p>	<p>Work with your Nokia Partner Marketing Prime or Partner Sales Manager or Regional Marketing Manager to develop a quarterly marketing activities list beginning 60 days before a quarter. Quarterly Marketing Activities Lists must be submitted at least 15 days prior to incurring costs for an activity or 15 days prior to an activity's start date, whichever is sooner (use the earliest date of an invoice as an activity's start date).</p> <p>Submit the quarterly activities list for sanctioning. Sanctioned activities are NOT pre-approved activities. Activities must be individually pre-approved, once sanctioned.</p>
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<b>STEP 2</b> Submit Sanctioned Activities for Pre-Approval	Submit sanctioned activity approval requests for individual activities at least 15 days prior to the start date of the activity, and prior to incurring any costs for a sanctioned activity. Nokia will review and approve / reject individually submitted activities.
<b>STEP 3</b> Execute Pre-Approved Activities & Submit Claim for Credit Memo Reimbursement	Upload all associated Proof of Performance requirements based on the Activity Type and submit the claim for audit through the online co-op tool. The Co-op Helpdesk will audit the claim and PoP.
<b>STEP 4</b> Credit Memo Reimbursement	Claims that have successfully passed audit will be reimbursed by Nokia on a monthly basis with a credit memo. Logon to the Co-op tool and go to the Reimbursements page for the credit memo number and date the credit memo was issued. Credit memos will be applied to open Nokia invoices.

All activities must be included on your quarterly activities list and the list in its entirety must be sanctioned by Nokia through the co-op tool. Your Nokia Partner Sales and Marketing teams are available to support you in building successful marketing campaigns. Please refer to the co-op guidelines for more information regarding the 4 steps above.

### 15. What are the activity types eligible for Co-op reimbursement?

Below are the eligible activity types for 50% credit memo reimbursement:

Activity Types	
Advertising	Participation in Nokia Partners event
Collateral (Co-branded brochures, data sheets, etc.)	Participation in IT, applications and telecoms events
Demonstration equipment	Promotional items (Co-branded)
Direct mail/e-mail campaign/social media campaign /newsletters	Participation in IT, applications and telecoms events
Funded Head (Sales Champion)	Public relations / press release



Internal sales rewards

Telemarketing

Participation in Nokia Customers event

Training (sales, pre-sales and post-sales)

Participation in Nokia Partners & Customers event

Please refer to the co-op guidelines for the proof of performance requirements associated with each activity type. If you are planning a marketing activity that is not identified in the guidelines, please work with your Nokia Partner Sales Manager or Regional Marketing lead to ensure the activity is designed to meet the Nokia Co-op program requirements.

## **16. What activities are ineligible and will not be approved?**

All activities not listed in the preceding table are ineligible for reimbursement, unless approval is given by the highest level approver as an exception. All activities that are not business related and that are not aimed at generating sales are ineligible for reimbursement.

The following are examples of typical activities where co-op accruals may not be used:

- Travel: transport fares (air, train or taxi), car rental and parking
- Living: hotel expenses, food and beverage costs
- Personal: telephone charges and other miscellaneous personal expenses
- Complementary demo materials: PCs, monitors and extra materials other than approved products
- Services Contracts

Note: Travel and lodging reimbursement is only eligible in exceptional cases for pre-approved Nokia events.



**17. Does every activity have to be Approved through the Online Tool?**

Yes. Submit sanctioned activity approval requests for individual activities at least 15 days prior to the start date of the activity, and prior to incurring any costs for a sanctioned activity (whichever comes first). Nokia will review and approve / reject individually submitted activities.

**18. Can I submit approval requests for activities that have already taken place?**

No. Approval requests received after the activity has taken place and all approval requests that have not been validated by your Nokia representative before engagement are automatically rejected.

**19. Who spends or pays for the activity as it executes?**

You pay 100% of activity cost, Nokia will reimburse up to 50% of the total cost with a credit memo that can be applied against invoices you have with Nokia.

**20. What if I'm engaging in an event with multiple vendors?**

In the case of multi-vendor activities, those activities featuring other vendors' products are reimbursed on a pro-rata basis, according to the portion of the activity devoted to Nokia. These activities may include complementary products; however, they cannot include competing products from any vendor without prior written approval from Nokia.

**21. Since I have received Approval to engage in a reimbursable activity, do I still need to have my creative approved?**

All marketing, promotional and communication materials created by Partners must prominently feature the Nokia and Partner company logos, as well as conform to the Nokia Branding Guidelines. Before placement of final production, all materials must be reviewed and approved by the Partner Sales Manager. These materials must be submitted for review no less than five business days prior to production.





## **22. Why is co-branding important?**

Co-branding is a visible symbol of Nokia's relationship and support of our partners, used for messages/activities of value to both companies. Any collateral using the Nokia logo must be approved in advance by our branding team.

## **23. How do I obtain reimbursement for a completed, approved activity?**

Approved claims will be reimbursed up to 50% of an activity's cost in the form of a credit memo. Claims must be submitted on the co-op tool against approved activities and accompanied by the proof of performance specified for the activity type. Reimbursement requirements for various activity types are listed within the Co-op Program Guidelines and on each claim form. Credit memos are limited by the amount of Co-op available at the time of claim audit.

## **24. How long do I have to submit the claim after the activity is completed?**

The claim must be submitted within 60 days after the activity has taken place or the activity approval automatically expires. You can verify your claim status directly on the tool. Activities must be approved at least 15 days prior to an activity's start date or 15 days prior to incurring expenses for an activity (whichever comes first).

## **25. Who audits claims?**

All claims are audited by Birch Worldwide, to ensure program guidelines are followed, per Sarbanes Oxley regulations. Actual reimbursements are made through a single credit memo for each claim by Nokia.

## **26. Who is Birch Worldwide?**

Nokia has contracted an outside agency, Birch Worldwide, to design and support an online tool that facilitates planning and approving co-op activities, claim auditing and management of credit memo reimbursement and reporting activity effectiveness.



## 27. How do I look up my reimbursements and accruals?

Once your Co-op account has been established, and a Partner Administrator has been registered on the Co-op tool, you may access the Co-op program tool, a secure application available 24x7. This dedicated tool allows you to: view detailed accrual information; submit online quarterly marketing activities, activity approval requests; submit Proof of Performance (PoP) and claims for credit memo reimbursement of up to 50% of an activity's cost, track your co-op activities and usage; monitor the status of Co-op claims and approvals; gain easy access to the Program forms and guidelines, and much more!

## 28. Training

There are three options for training.

1. The Help and How To section of the Online tool includes short video clips for each of the 3 steps in utilizing your co-op accruals:

- Entering and submitting QMA lists
- Submitting sanctioned activities for approval
- Submitting claims against approved activities

2. The Co-op Helpdesk is available for scheduled training sessions. To schedule a training session, please contact the Helpdesk in your region:

**Co-op Program Helpdesk Email:** [NokiaCo-op@BirchWorldwide.com](mailto:NokiaCo-op@BirchWorldwide.com)

**APAC:** +44 1189 121353

**CALA:** +44 1189 121353 or +1 707-790-8466

**EMEA:** +44 1189 121353

**NAR:** +1 707-790-8466

3. Partner Program Tools is available for training.

Contact Yvonne Locke: [Yvonne.Locke@Nokia](mailto:Yvonne.Locke@Nokia) or +1 415-246-9575



**29. Where can I find the Co-op Guidelines?**

The Co-op Guidelines are located on the Partner Portal ([www.Alcatel-Lucent.com/Partner-Program](http://www.Alcatel-Lucent.com/Partner-Program)) and within the FAQ section of the co-op tool.

**30. Who should I contact with questions about information on the Co-op tool?**

**Co-op Program Helpdesk Email:** [NokiaCo-op@BirchWorldwide.com](mailto:NokiaCo-op@BirchWorldwide.com)

**APAC:** +44 1189 121353

**CALA:** +44 1189 121353 or +1 707-790-8466

**EMEA:** +44 1189 121353

**NAR:** +1 707-790-8466

**31. Who should I contact with questions about the Nokia Co-op Program?**

Please contact your Partner Sales Manager or Regional Marketing Prime with questions regarding the Co-op Program.