Smarter Planet
Midmarket Flexible Asset

Information Infrastructure Solutions

November 2009

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Information Infrastructure Solutions: Guidance

These flexible assets can be used by IBM country teams to communicate the benefits of IBM solutions to end users. Each asset serves as a building block to create various tactics—direct mail, e-mail, landing pages, etc.—that can be customized for use in local markets.

This is final copy with appropriate content, and it is designed to be used verbatim. However, it can also be edited down or modified, if necessary, to meet the needs of your specific tactic.

Messaging Guidance: MAM reference # SM900358-USEN-00
Creative Guidance: MAM reference # SM900318-WWEN-00

Information Infrastructure Solutions

Businesses everywhere are experiencing rapid data growth. With this growth comes great opportunity to leverage the value of that information – but also more risk in keeping it secure. In fact, a recent IBM survey of CEOs showed that companies that can take advantage of information-related opportunities and manage risk outperform those that do not.[1]

These days, many midsize companies are using available server space to house their critical data. While this appears to be a cost-effective way to utilize storage capacity, it is actually inefficient – and ultimately rather expensive. If data is not stored properly, it can be difficult to manage, access and protect. Additionally, there can be huge penalties for data that is not stored according to compliance.

As information expands and the economy continues to struggle, companies are being forced to do more with less. They need a smarter approach to managing information with affordable, reliable and flexible solutions. The IBM® Information Infrastructure Solutions portfolio offers proven solutions to help midsize companies retain their data, keep it available and ensure that the information is secure and in line with compliance. By building a more dynamic information infrastructure, companies can mitigate storage-related risk, extract new business value – and reduce their overall costs.

[1]IBM 2008 Global Chief Executive Officer (CEO) Survey.

The Concept

Smarter midsize companies optimally store their ever-growing data in order to drive their business forward.

IBM has solutions that enable midsize companies to cost-effectively manage their growing amounts of data by making it available, keeping it secure, retaining it, and keeping it in line with compliance.

IBM has four ways that we can help build a dynamic information infrastructure:

Step 1: Maximize information availability.

Step 2: Keep your information secure.

Step 3: Develop a strong retention strategy.
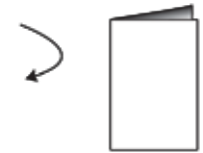
Step 4: Ensure continuous compliance.

Chapter 1

Creative Examples

Direct Mail Example

The layout example below is meant to illustrate how a sample headline may be used in a low-impact direct mail piece or similar tactic.

Broster—cover

Eyebrow line ——— Building the engines of a Smarter Planet:

Headline ——— **How to manage expanding data with a shrinking budget.**

Cover

Direct Mail Example

The layout example below is meant to illustrate how a sample headline may be used in a low-impact direct mail piece or similar tactic.

Broster–1st reveal

Headline

Turning information growth into business opportunity.

As companies look for efficient ways to manage the growth of data, they must balance data availability with the need for security, retention and compliance. IBM® can help you implement an information infrastructure that helps you do more with less — so you can extract more value from your data while enhancing your threat protection and reducing overall costs.

IBM offers a four-step approach to building a better storage solution: 1. Maximize your information availability. 2. Keep your information secure. 3. Develop a strong retention strategy. 4. Ensure continuous compliance.

Intro copy block

Midsize businesses are the engines of a Smarter Planet.

Sign-off

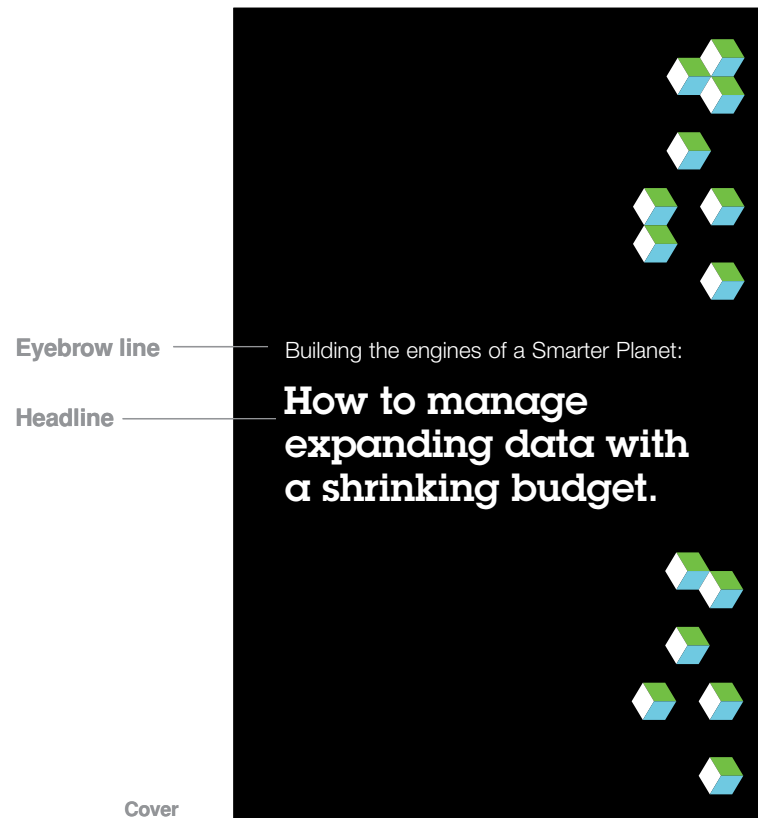**First reveal**

Direct Mail Example

The layout example below is meant to illustrate how a sample headline may be used in a low-impact direct mail piece or similar tactic.
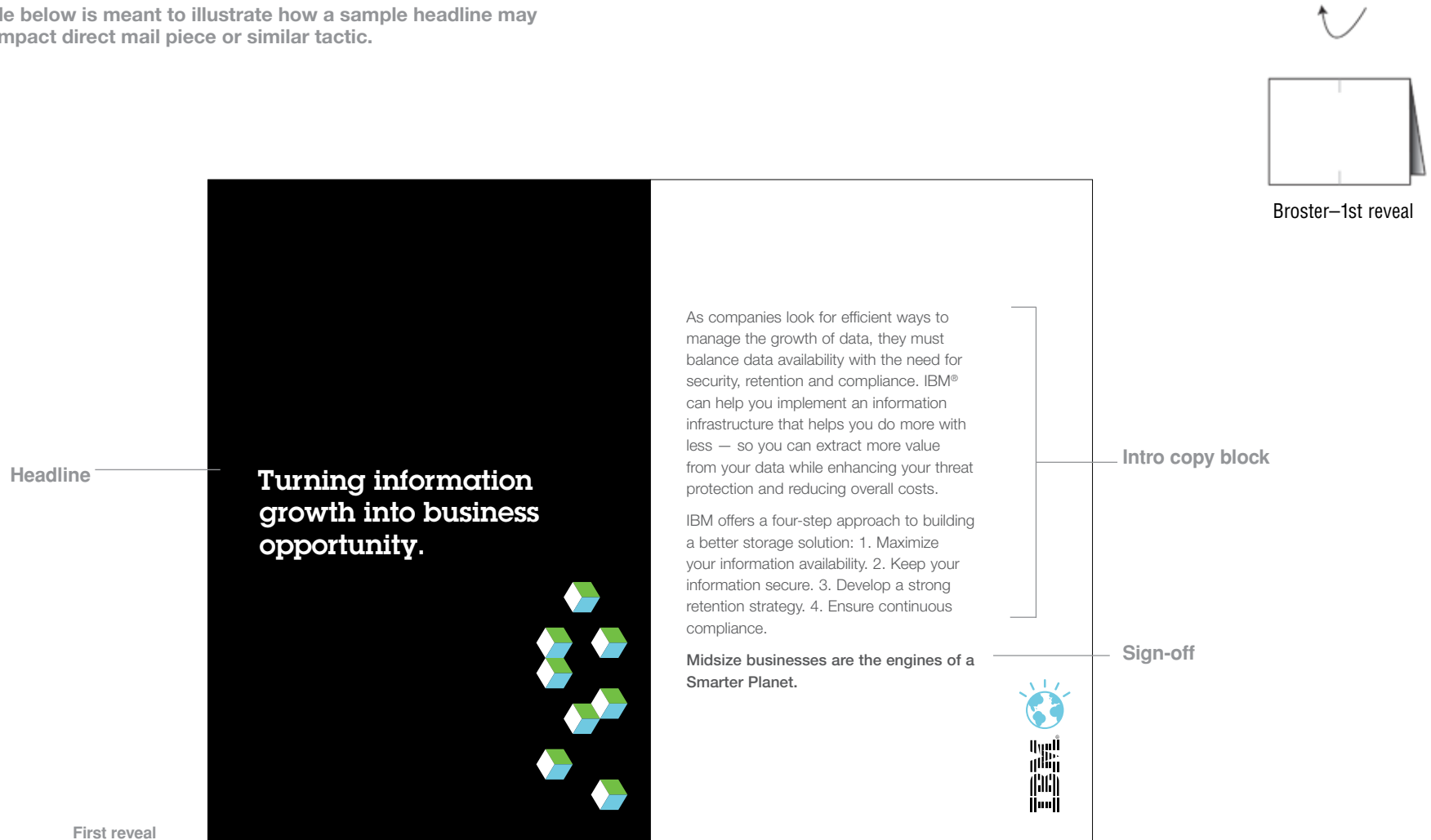
Subhead

General step copy block or offering copy block

1 **If you can't see your info, you can't use it.**
The IBM® System Storage™ Disk Family helps midsize companies build their infrastructure to manage the exponential growth of data. This pay-as-you-grow solution offers cost-effective and uninterrupted data availability. Choose from an extensive set of integrated solutions for data consolidation, backup/recovery and business continuity that support Microsoft® Windows®, UNIX® and Linux® environments.

2 **Look for gaps in your infrastructure, then fix them.** When midsize companies replace and archive their storage systems and media, they run the risk of losing sensitive data due to human error and security breaches. The IBM® LTO Tape Family (TS2900 and TS2340 Express) uses advanced, generation 4 encryption technology to cost-effectively store data in a non-rewritable format so that sensitive information is protected in case it is ever lost or stolen. It also helps companies meet security and compliance requirements.

3 **Figure out how long is "long-term" storage.** IBM® Remote Data Protection Express is an automatic, security rich, offsite data back-up and recovery service. This on-demand, pay-as-you-go service lets midsize businesses define a time-based data retention plan to match their business needs. You can schedule daily, weekly or monthly retention and your data is backed up onto disks and stored in an IBM data center. Since IBM provides the equipment and support, there's no need for costly hardware or software investments. Plus, the IBM operations staff proactively monitors your data and responds to failures at all times.

4 **Make sure your data plays by the rules.** Midsize businesses recognize the need for data protection but are often overwhelmed by the cost and complexity of managing multiple systems. IBM® Express™ Managed Multifunction Security Bundle is designed to help enhance your data security, lower your total cost of ownership and effectively meet compliance demands. For example, the solution addresses 10 of the 12 Payment Card Industry (PCI) Data Security Standards (DSS).

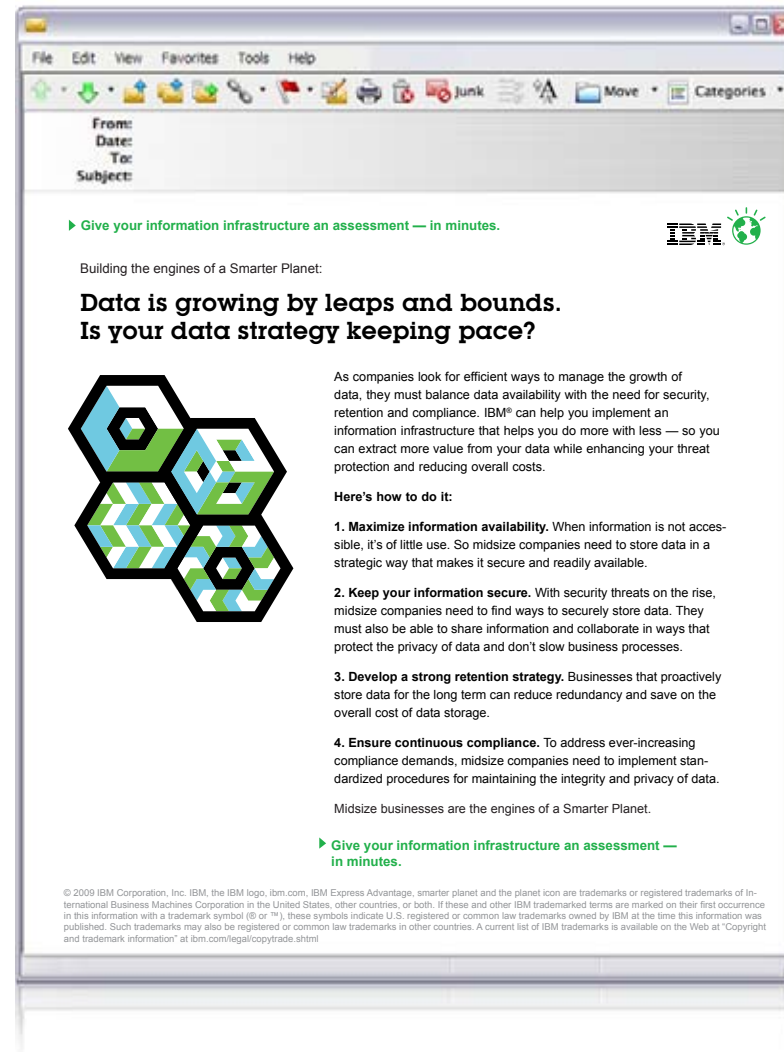Offer

▶ **Give your information infrastructure an assessment — in minutes.**
Use this online tool to see where to focus your investments and get practical steps for moving forward. Visit www.ibm.com/systems/data/flash/information_ infrastructure/self_assessment/infrastructure/

E-mail Example

The layout example below is meant to illustrate how a sample message may be used in an e-mail template or similar tactic.

File   Edit   View   Favorites   Tools   Help

From:
Date:
To:
Subject:

▶ **Give your information infrastructure an assessment — in minutes.**

IBM

Building the engines of a Smarter Planet:

Data is growing by leaps and bounds. Is your data strategy keeping pace?

As companies look for efficient ways to manage the growth of data, they must balance data availability with the need for security, retention and compliance. IBM® can help you implement an information infrastructure that helps you do more with less — so you can extract more value from your data while enhancing your threat protection and reducing overall costs.

Here's how to do it:

1. Maximize information availability. When information is not accessible, it's of little use. So midsize companies need to store data in a strategic way that makes it secure and readily available.

2. Keep your information secure. With security threats on the rise, midsize companies need to find ways to securely store data. They must also be able to share information and collaborate in ways that protect the privacy of data and don't slow business processes.

3. Develop a strong retention strategy. Businesses that proactively store data for the long term can reduce redundancy and save on the overall cost of data storage.

4. Ensure continuous compliance. To address ever-increasing compliance demands, midsize companies need to implement standardized procedures for maintaining the integrity and privacy of data.

Midsize businesses are the engines of a Smarter Planet.

▶ **Give your information infrastructure an assessment — in minutes.**

Chapter 2

Creative Components

How to Use

For most assets, we recommend the following content approach:

• Determine what **type of asset** you intend to create.
  Examples of e-mail and direct mail are in Chapter 1.

• Choose one of the **Overarching Headlines.**

• Choose from one of the **Sample Intro Copy Blocks,**
  either the short or the long version.

• **Body copy** has been divided into 4 Steps:

  1. Maximize information availability.

  2. Keep your information secure.

  3. Develop a strong retention strategy.

  4. Ensure continuous compliance.

  For each step, choose a subhead and body copy (either short or long).

• **Offerings copy:** Some assets additionally include copy blocks for offerings. These offering blocks can be used to support your steps instead of the general ones, at your discretion. If you want to feature offerings in your communication, simply select a subhead and offering copy block for each numbered step instead of the regular copy.

• **Customer references:** Some flexible assets also feature customer references and/or other types of copy blocks that you can use to enhance your pieces at your discretion.

• **Legal copy** is a requirement and has been provided in this document.

• **Questions?**
  Reach out for help with the contact info on the last page.

Note: Your tactics should always strive to embrace a "steps-based" or "ways-based" approach. If you want to create a single-topic piece, choose a headline, an intro copy block (short or long version), and/or the general copy block for your topic/theme, then use the offerings as your "steps" or "ways." Other combinations are also possible.
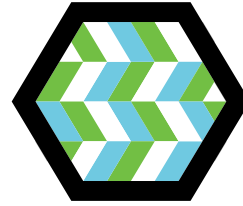
Illustration Guide

These infographics are designed to be modular.
Use the graphics that are appropriate for your messaging.

1. Maximize information availability.
Rationale: This represents making your information more readily available. The blue, white and green sides of the cube represent your company's different kinds of data, organized in a way that makes it more available and resilient, and the smaller cube sliced out of the larger cube shows how strategic data storage with IBM can help companies extract, maximize and deliver the right information to drive better business decisions.
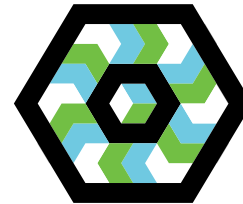
2. Keep your information secure.
Rationale: The cube represents the walls of security protecting your company's data. The cube acts as a fortress blocking your data from security threats. The block within the cube shows an even deeper security system, depicting the multiple levels of security in order to fully protect your data from both internal and external threats.

3. Develop a strong retention strategy.
Rationale: The green, blue and white diagonals represent your company's data and information. The organization of the data within each row depicts the retention strategy your company has put in place to properly store your data for the long term.

4. Ensure continuous compliance.
Rationale: The green, blue and white shapes represent your company's data. The illustration appears to have a circular movement to it, depicting how the data is constantly moving and aging. The black hexagon in the center shows that even as the data shifts the compliance regulations are continuously managed. Even as your data continues to evolve, you will have continuous compliance with IBM solutions.
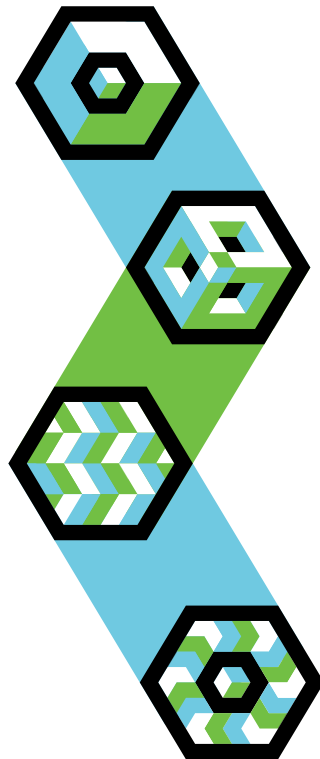
Illustration Guide

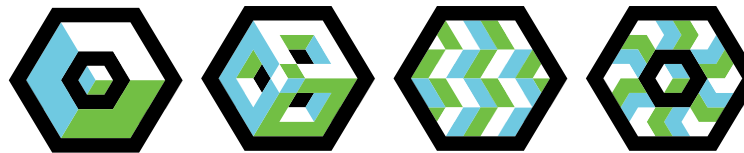The infographics can be used vertically or modularly, and should not be altered or deconstructed.
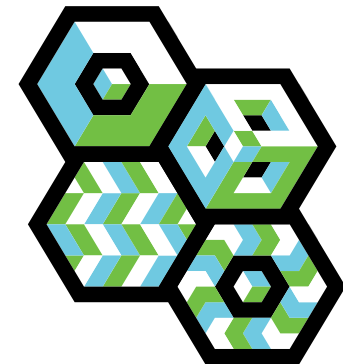
Vertical Position

Horizontal Position

Modular Position

Overarching Headlines

Building the engines of a Smarter Planet:

RATIONALE: This eyebrow line always accompanies the headline.

Midsize businesses are the engines of a Smarter Planet.

RATIONALE: This sign-off line should appear on every piece.

Option 1:

How to manage expanding data with a shrinking budget.

HEADLINE RATIONALE: This headline addresses the dual concern among IT managers: data is growing while IT budgets are shrinking.

Option 2:

Data is growing by leaps and bounds. Is your data strategy keeping pace?

HEADLINE RATIONALE: This headline speaks to the need to rethink data management in the face of unprecedented information growth.

Option 3:

Turning information growth into business opportunity.

HEADLINE RATIONALE: This line speaks to the value of data – and how it must be managed properly to fully leverage its value.

Option 4:

How to get the right data to the right people at the right time.

HEADLINE RATIONALE: This headline addresses the importance of strategic data management to drive your business forward.

Sample Intro Copy Blocks

Short Version:

As companies look for efficient ways to manage the growth of data, they must balance data availability with the need for security, retention and compliance. IBM® can help you implement an information infrastructure that helps you do more with less – so you can extract more value from your data while enhancing your threat protection and reducing overall costs.

Long Version:

As companies look for efficient ways to manage the growth of data, they must balance data availability with the need for security, retention and compliance. IBM® can help you implement an information infrastructure that helps you do more with less – so you can extract more value from your data while enhancing your threat protection and reducing overall costs.

IBM offers a four-step approach to building a better storage solution: 1. Optimize your information availability. 2. Keep your information secure. 3. Develop a strong retention strategy. 4. Ensure continuous compliance.

Step1: Maximize information availability

Subhead: Option 1

Maximize information availability.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

When you can't see your info, you can't use it.

Subhead rationale: This line communicates the idea that data is only valuable if you can access it.

Short General Copy Block:

When information is not accessible, it's of little use. So midsize companies need to store data in a strategic way that makes it secure and readily available.

Long General Copy Block:

When information is not accessible, it's of little use. So midsize companies need to store data in a strategic way that makes it secure and readily available. With proper organization of information, you can identify and prioritize critical data, get real-time, reliable access to data and ensure information resiliency. These capabilities enable you to make smarter business decisions.

Step 1: Maximize information availability—Offerings

For additional information on products, please access the Creative Brief on and search: MM_INSTALL_CB_IIS STORAGE_SEPT 2009

Subhead: Option 1

Maximize information availability.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

When you can't see your info, you can't use it.

Subhead rationale: This line communicates the idea that data is only valuable if you can access it.

IBM® System Storage™ Disk Family copy block:

The IBM® System Storage™ Disk Family enables midsize companies to build their infrastructure to manage the exponential growth of data. This pay-as-you-grow solution offers cost-effective and uninterrupted data availability with an easy-to-use storage manager. These disk systems provide an exceptional solution for storing and managing e-mails, files, business critical applications and databases to meet data consolidation, backup/recovery and business continuity requirements.

IBM® System Storage™ SAN Volume Controller Entry Edition copy block:

IBM® System Storage™ SAN Volume Controller Entry Edition is a storage virtualization system that combines multiple disk storage systems under a single point of control. Simplified control improves storage utilization and management, which in turn increases the efficiency and availability of your data. IBM System Storage SAN Volume Controller Entry Edition also scales your storage capacity without disrupting applications.

IBM® Comprehensive Data Protection Solution Express copy block:

No company can afford data loss. That's why the IBM® Comprehensive Data Protection Solution Express offers an easy-to-install solution of hardware and software products to enhance data protection. Near instant recovery lets companies restore access to e-mail, files and databases in seconds. The solution includes IBM® Tivoli® Storage Manager FastBack Center, IBM® System x3550 M2 Express and IBM® DS3200 to provide the perfect balance of data protection and data recoverability.

Step 2: Keep your information secure

Subhead: Option 1

Keep your information secure.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Look for gaps in your infrastructure, then fix them.

Subhead rationale: This line speaks to the need to assess your infrastructure to find vulnerabilities.

Short General Copy Block:

With security threats on the rise, midsize companies need to find ways to securely store data. They must also be able to share information and collaborate in ways that protect the privacy of data and don't slow business processes.

Long General Copy Block:

With over 100 million consumer records reported lost or stolen in 2007[1], it's clear that data security is a growing concern. So midsize companies must find new ways to securely store data and share information across the business, as well as with partners and customers. The challenge is collaborating in a way that protects intellectual property and the privacy of information without slowing down business processes.

[1]Identity Theft Resource Centre, '2007 Breach List,' February 26, 2008. http://www.idtheftcentre.org/ITRC%20Breach%20Report%202007.pdf

Step 2: Keep your information secure—Offerings

Subhead: Option 1

Keep your information secure.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Look for gaps in your infrastructure, then fix them.

Subhead rationale: This line speaks to the need to assess your infrastructure to find vulnerabilities.

IBM® Tape Family: LTO Tape TS2900, TS2340 Express copy block:

When midsize companies replace and archive their storage systems and media, they run the risk of losing sensitive data due to human error and security breaches. The IBM® LTO Tape Family (TS2900 and TS2340 Express) uses advanced encryption technology to cost-effectively store data in a non-rewritable format so that sensitive information is protected in case it is ever lost or stolen. It also helps companies meet security and compliance requirements.

IBM® System Storage™ DS5000 Disk Family copy block:

IBM® System Storage™ DS5000 Disk Family offers full disk encrypting drives for its mid-range disk platform. Self-encrypting drives encrypt the data at the storage end point, which minimizes operational complexity and impact on performance. These products are especially useful for protecting against the security risks of removing disks from your data center. Enhanced data security helps build trust with your business partners and customers.

IBM® Express™ Penetration Testing Services copy block:

Having a strong understanding of your company's vulnerabilities is the first step toward cost-effectively managing data, protecting your network and achieving regulatory compliance. With IBM® Express™ Penetration Testing Services, experienced IBM security consultants conduct controlled, real-life demonstrations of security breaches to locate weaknesses within your network. You'll get a full report that analyzes the gaps and provides specific recommendations to help you reduce those risks.

Step 3: Develop a strong retention strategy

Develop a strong retention strategy.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Figure out how long is "long-term" storage.

Subhead rationale: This line addresses the need to distinguish between types of data for more efficient and cost-effective storage.

Short General Copy Block:

Businesses that store data for the long term can reduce redundancy and save on the overall cost of data storage.

Long General Copy Block:

Businesses that proactively store data for the long term can simplify data management and save on the overall cost of data storage. For example, archiving may be an intelligent way to store inactive or infrequently accessed data. However, it is not the same as retaining data forever and still having easy access to it. Solutions like blended storage media, compression and de-duplication can improve efficiencies and reduce redundancy. Plus, a strong retention strategy can protect your business from the impact of an extended IT outage caused by security breaches, power outages or human error.

Step 3: Develop a strong retention strategy—Offerings

For additional information on products, please access the Creative Brief on MAM and search: MM_INSTALL_CB_IIS STORAGE_SEPT 2009

Subhead: Option 1

Develop a strong retention strategy.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Figure out how long is "long-term" storage.

Subhead rationale: This line addresses the need to distinguish between types of data for more efficient and cost-effective storage.

IBM® LTO Tape Family (TS2900 and TS2340 Express) copy block:

Companies need to retain data for business purposes. But they must do it in a way that is cost effective and beneficial to the bottom line. The IBM® LTO Tape Family (TS2900 and TS2340 Express) provides affordable solutions for back-up, archival storage and save and restore. They're designed to help midsize companies increase operational efficiencies, address business and regulatory requirements and cut storage costs. The IBM Tape Family even allows for both sequential and random access storage modes, depending on the needs of your business.

IBM® Tivoli® Storage Manager copy block:

IBM® Tivoli® Storage Manager enables midsize companies to improve business continuity by shortening back-up and recovery times and maximizing application availability. This solution increases the efficiency of your IT operations and helps cut costs related to storage management. Best of all, Tivoli Storage Manager is flexible. It can scale from small to large installations and supports more than 50 operating systems and hundreds of devices.

IBM® Remote Data Protection Express copy block:

IBM® Remote Data Protection Express is an automatic, security rich, offsite data back-up and recovery service. This on-demand, pay-as-you-go service lets midsize businesses protect data wherever it is located, on servers, PCs or laptops. You can schedule daily, weekly or monthly retention and your data is backed up onto disks and stored in an IBM data center. Since IBM provides the equipment and support, there's no need for costly hardware or software investments. Remote Data Protection Express can also reduce TCO by up to 40%. Plus, the IBM operations staff proactively monitors your data and responds to failures at all times.

Step 4: Ensure continuous compliance

Subhead: Option 1

Ensure continuous compliance.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Make sure your data plays by the rules.

Subhead rationale: This line addresses the importance of compliance requirements.

Short General Copy Block:

To address ever-increasing compliance demands, it's essential for midsize companies to implement standardized procedures for maintaining the integrity and privacy of data.

Long General Copy Block:

As information grows, so do the regulatory and legal requirements relating to how data is stored. Yet compliance remains a top challenge for 63% of IT executives.* It's essential for midsize companies to automate their storage processes to enforce compliance and minimize risk. Without having a plan in place, audits and other checks can slow a company's effectiveness and result in higher costs.

*CIO Magazine survey 2007; IBM Tivoli Market needs and profiling study 2005.

Step 4: Ensure continuous compliance—Offering

For additional information on products, please access the Creative Brief on <u>MAM</u> and search: MM_INSTALL_CB_IIS STORAGE_SEPT 2009

Subhead: Option 1

Ensure continuous compliance.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Make sure your data plays by the rules.

Subhead rationale: This line addresses the importance of compliance requirements.

IBM® Express™ Managed Multifunction Security Bundle copy block:

Midsize businesses recognize the need for data protection but are often overwhelmed by the cost and complexity of managing multiple systems. IBM® Express™ Managed Multifunction Security Bundle is designed to help enhance your data security, lower your total cost of ownership and effectively meet compliance demands. For example, the solution addresses 10 of the 12 Payment Card Industry (PCI) Data Security Standards (DSS).

Available Offers

Offer 1: www.ibm.com/systems/data/flash/information_infrastructure/self_assessment/infrastructure/

Give your information infrastructure an assessment – in minutes.
Use this online tool to see where to focus your investments and get practical steps for moving forward.

Offer 2: http://www-935.ibm.com/services/us/its/html/storageoptimization.html

Find out if your storage is optimized.
In five minutes you can identify up to 15% of trapped storage assets and get started on a short- and long-term improvement plan.

Offer 3: http://www-03.ibm.com/systems/express/systemsadvisor/index.html

Use the IBM System Advisor Tool
Just answer a few quick questions and this tool identifies the right hardware to help your business grow.

Offer 4: https://roianalyst.alinean/stg/_parent_

See how much you can save by consolidating to IBM.
This new TCO tool provides a preliminary, high-level analysis of the estimated savings from switching to IBM systems.

Legal & Global Financing Copy

Sample legal copy:

Please note: LEGAL should be adjusted for local markets.

IBM Global Financing copy:

In today's economic climate, there have been unprecedented constraints on access to credit and capital. You can still count on IBM® Global Financing for easy access to leases and loans for IBM and non-IBM hardware, software, and services for qualified midsize companies. One source. One simple contract. One low monthly payment.

Chapter 3

Co-Marketing Components

Table of contents

Introduction

This document contains the materials needed to help you create custom marketing assets. These materials can be used to communicate and promote the benefits of your company, and your IBM services and solutions, to your customers.

You will find three chapters within this document:

Overview: a brief introduction to the message focus areas.

Campaign Designer Templates: includes headlines and copy tailored for available Campaign Designer templates.

Flexible Copy: provides longer, more detailed headlines and offering copy options to be used for your own marketing materials.

This is final copy with appropriate content and is designed to be used verbatim. It can also be modified if necessary to meet your needs.

Information Infrastructure Solutions: Background

Businesses everywhere are experiencing rapid data growth. With this growth comes great opportunity to leverage the value of that information – but also more risk in keeping it secure. In fact, a recent IBM survey of CEOs showed that companies that can take advantage of information-related opportunities and manage risk outperform those that do not.[1]

These days, many midsize companies are using available server space to house their critical data. While this appears to be a cost-effective way to utilize storage capacity, it is actually inefficient – and ultimately rather expensive. If data is not stored properly, it can be difficult to manage, access and protect. Additionally, there can be huge penalties for data that is not stored according to compliance.

As information expands and the economy continues to struggle, companies are being forced to do more with less. They need a smarter approach to managing information with affordable, reliable and flexible solutions. The IBM® Information Infrastructure Solutions portfolio offers proven solutions to help midsize companies retain their data, keep it available and ensure that the information is secure and in line with compliance. By building a more dynamic information infrastructure, companies can mitigate storage-related risk, extract new business value – and reduce their overall costs.

[1]IBM 2008 Global Chief Executive Officer (CEO) Survey.

The Concept

Smarter midsize companies optimally store their ever-growing data in order to drive their business forward.

IBM has solutions that enable midsize companies to cost-effectively manage their growing amounts of data by making it available, keeping it secure, retaining it, and keeping it in line with compliance.

IBM has four ways that we can help build a dynamic information infrastructure:

Step 1: Maximize information availability.

Step 2: Keep your information secure.

Step 3: Develop a strong retention strategy.

Step 4: Ensure continuous compliance.

Illustration Guide

Each illustration depicts a specific focus area or way in which Business Partners along with IBM can help midsize businesses become smarter. Depending on the message focus area of the asset being developed, some or all of these illustrations may be used. See the following section for examples of the work.

1. Maximize information availability.
Rationale: This represents making your information more readily available. The blue, white and green sides of the cube represent your company's different kinds of data, organized in a way that makes it more available and resilient, and the smaller cube sliced out of the larger cube shows how strategic data storage with IBM can help companies extract, maximize and deliver the right information to drive better business decisions.

2. Keep your information secure.
Rationale: The cube represents the walls of security protecting your company's data. The cube acts as a fortress blocking your data from security threats. The block within the cube shows an even deeper security system, depicting the multiple levels of security in order to fully protect your data from both internal and external threats.

3. Develop a strong retention strategy.
Rationale: The green, blue and white diagonals represent your company's data and information. The organization of the data within each row depicts the retention strategy your company has put in place to properly store your data for the long term.

4. Ensure continuous compliance.
Rationale: The green, blue and white shapes represent your company's data. The illustration appears to have a circular movement to it, depicting how the data is constantly moving and aging. The black hexagon in the center shows that even as the data shifts the compliance regulations are continuously managed. Even as your data continues to evolve, you will have continuous compliance with IBM solutions.

Campaign Designer Templates

How to Use

There are ready-to-use postcard and e-mail templates available on Campaign Designer. The next few pages provide elements to populate these templates including copy and offering options. The copy and headlines are designed to fit the template's character limits. Feel free to edit what has been provided or use your own copy, but it must fit within these restrictions. In addition, there are visual examples for each template. For additional longer length options, please see the next section within this document titled Flexible Copy.

To get started, review the content in this document, select the asset you would like to execute and the message areas to focus on. These message areas, labeled "steps", are not sequential. They are used to easily communicate the different ways or approaches that can help your customers become smarter midsize businesses. Select one, two, or all steps in your final materials, based on your business needs.

Once this is determined, you can select the appropriate template located on the Information Infrastructure Solutions page on Campaign Designer. There are several templates available depending on the number of message focus areas/steps you would like to feature in the communication.

The template you select will have prompts to enter your desired:
• Headline

• Introduction Copy

• "Steps" Copy with Appropriate Illustrations

• Offering Copy

• Personalized Section

• Offer Copy

• Call to Action Copy

• Additional Legal Disclaimers

Please reference the following pages for recommended copy created specifically for postcard and e-mail assets.

Questions?
Reach out for help with the contact information on the last page.

Links to templates:
MM_SS_IIS_Email_1Step

MM_SS_IIS_Email_2Step

MM_SS_IIS_Email_3Step

MM_SS_IIS_Email_4Step

MM_SS_IIS_Postcard6x9_1Step

MM_SS_IIS_Postcard6x9_2Step

MM_SS_IIS_Postcard6x9_3Step

MM_SS_IIS_Postcard6x9_4Step

MM_SS_IIS_PostcardA5_1Step

MM_SS_IIS_PostcardA5_2Step

MM_SS_IIS_PostcardA5_3Step

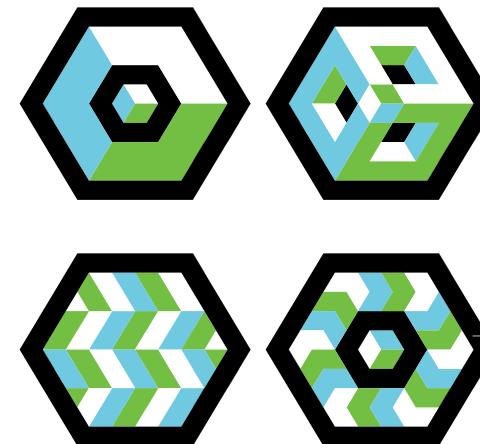MM_SS_IIS_PostcardA5_4Step

Co-Marketing Postcard: Cover Example

The layout example below is meant to illustrate how sample copy may be used in a postcard mailer or similar tactic.

Fixed
Eyebrow copy

Customizable
Headline
70 character max

Building the engines of a Smarter Planet:

How to manage expanding data with a shrinking budget.

Selectable
Illustration

Co-Marketing Postcard: Back Example

The layout example below is meant to illustrate how sample copy may be used in a postcard mailer or similar tactic.

Customizable
Intro copy
500 character max

Formatted
"Steps"
200 character max

Customizable
Business Partner copy
200 character max

Fixed
Sign off

Customizable
Call to action/Offer copy
70 character max

Fixed
IBM legal

Customizable
Business Partner legal
110 character max

As an IBM® Business Partner, [XYZ Company] can help you implement an information infrastructure that helps you do more with less. So you can extract more value from your data while enhancing your threat protection and reducing overall costs. Here's how we can help:

1. Maxmize information availability with [offering].
2. Keep your information secure with [offering].
3. Develop a strong retention strategy with [offering].
4. Ensure continuous compliance with [offering].

[This section is where you present information on how you, along with IBM, provide the right solutions for their business. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor.]

Midsize businesses are the engines of a Smarter Planet.

Go to XYZ1.com/XXX
or call 1-000-000-0000

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[Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor eiusmod incididunt ut aliqua.]

XYZ1

123 Main Street
City, State 12345

Sample A. Sample
Company
123 Any Street
Any Town, USA XXXXX
XXXXXXXXXXXXX
XXXXXXXXXXXXX

IBM Business Partner

Customizable
Business Partner logo
and address

This box does not print--
indicates image/text free area required by Postal regulations.

Selectable
IBM Business Partner or
Business Partner
Premium emblem

Fixed
Mandatory area of clear of
image/copy per U.S. Postal regulations

Campaign Designer Postcard Copy

Use the copy on this page to create a postcard using the Campaign Designer template.

Headline copy: **[Customizable, 70 character max]**

Option 1: How to manage expanding data with a shrinking budget.
Rationale: This headline addresses the dual concern among IT managers: data is growing while IT budgets are shrinking.

Option 2: Data is growing by leaps and bounds. Is your data strategy keeping up?
Rationale: This headline speaks to the need to rethink data management in the face of unprecedented information growth.

Option 3: Turning information growth into business opportunity.
Rationale: This line speaks to the value of data — and how it must be managed properly to fully leverage its value.

Option 4: How to get the right data to the right people at the right time.
Rationale: This headline addresses the importance of strategic data management to drive your business forward.

Headline copy direction:

Select a headline that best communicates the focus of your postcard message.

Introduction copy: **[Customizable, 500 character max]**

As an IBM® Business Partner, [XYZ Company] can help you implement an information infrastructure that helps you do more with less – so you can extract more value from your data while enhancing your threat protection and reducing overall costs. Here's how we can help:

Introduction copy direction:

Adjust copy as needed to introduce the customer pain point and how your solution can help address it.

Campaign Designer Postcard Copy (cont'd)

Use the copy on this page to create a postcard using the Campaign Designer template.

"Steps" copy: [Selectable/Customizable, 200 character max]

1. Maximize information availability with [offering].

2. Keep your information secure with [offering].

3. Develop a strong retention strategy with [offering].

4. Ensure continuous compliance with [offering].

"Steps" copy direction:

Select one or more "steps" to show how your solution addresses the customer pain point.

Recommended Offerings:

To feature an offering in your tactic, select one from below to incorporate into your copy. For more info on these offerings refer to the Flexible Copy section.

Step 1: Maximize information availability
        IBM® System Storage™ Disk Family
        IBM® System Storage™ SAN Volume Controller Entry Edition
        IBM® Comprehensive Data Protection Solution Express

Step 2: Keep your information secure
        IBM® Tape Family: LTO Tape TS2900, TS2340 Express
        IBM® System Storage™ DS5000 Disk Family
        IBM® Express™ Penetration Testing Services

Step 3: Develop a strong retention strategy
        IBM® LTO Tape Family (TS2900 and TS2340 Express)
        IBM® Tivoli® Storage Manager
        IBM® Remote Data Protection Express

Step 4: Ensure continuous compliance
        IBM® Express™ Managed Multifunction Security Bundle

Business Partner copy: [Customizable, 200 character max]

[This section is where you present information on how you, along with IBM, provide the right solutions for their business. This is customizable copy that you write to fill this space.]

Business Partner copy direction:

Use this area to provide more information about the offerings and speak specifically to the benefits of your services and solutions.

Campaign Designer Postcard Copy (cont'd)

Use the copy on this page to create a postcard using the Campaign Designer template.

Call to action & Offer Copy: [Customizable, 70 character max]

Go to XYZ1.com/XXX or call 1-000-000-0000

Offer copy direction:

Either select an available IBM offer, or include your own to drive response. Also, include your contact information.

IBM Legal copy: [Fixed] BP Legal copy: [Customizable, 110 character max]

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[Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor eiusmod incididunt ut aliqua.]

Legal direction:

IBM legal copy must be included verbatim. Please add additional legal disclaimers your company requires.

Co-Marketing E-mail Example

The layout example below is meant to illustrate how sample copy may be used in an e-mail or similar tactic.

Customizable
Subject line
55 character max

Customizable
Call to action/Offer copy
40 character max

Customizable
Intro copy
350 character max

Formatted
Steps
600 character max

Customizable
Business Partner copy
200 character max

Fixed
Sign off

Fixed
IBM legal

From: IBM
Date: Friday, 10:10am
To: Sample A. Sample
Subject: [Place a compelling subject line with a mention of your offer.]

▶ [Place a call to action about your offer.]

XYZ

Building the engines of a Smarter Planet:

How to manage expanding data with a shrinking budget.

As an IBM® Business Partner, [XYZ Company] can help you implement an information infrastructure that helps you do more with less. So you can extract more value from your data while enhancing your threat protection and reducing overall costs. Here's how we can help:

1. Maximize information availability with [offering]. Midsize companies need to store data in a strategic way that makes it secure and readily available.

2. Keep your information secure with [offering]. Midsize companies need to securely store data and collaborate in ways that protect data privacy and don't slow business processes.

3. Develop a strong retention strategy with [offering]. Businesses that store data for the long term can reduce redundancy and save on the overall cost of data storage.

4. Ensure continuous compliance with [offering]. Midsize companies must implement standardized procedures for maintaining the integrity and privacy of data.

[This section is where you present information on how you, along with IBM, provide the right solutions for their business. This is customizable copy that you write to fill the available space.]

Midsize businesses are the engines of a Smarter Planet.

IBM® Business Partner

▶ [Place a call to action about your offer.]

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[Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.]

Customizable
Business Partner logo

Fixed
Eyebrow copy

Customizable
Headline
70 character max

Selectable
Illustration

Selectable
IBM Business Partner or Business Partner Premium emblem

Customizable
Call to action/Offer copy
70 character max

Customizable
Business Partner legal
100 character max

Campaign Designer E-mail Copy

Use the copy on this page to create an e-mail using the Campaign Designer template.

Subject line: [Customizable, 55 character max]

[Place a compelling subject line with a mention of your offer.]

Subject line direction:

Write a subject line that is concise and action-oriented.

Call to action & Offer Copy [Customizable, 40 character max]

[Place a call to action about your offer.]

Offer direction:

Either select an available IBM offer, or include your own to drive response. Also, include your contact information.

Headline copy: [Customizable, 70 character max]

Option 1: How to manage expanding data with a shrinking budget.
Rationale: This headline addresses the dual concern among IT managers: data is growing while IT budgets are shrinking.

Option 2: Data is growing by leaps and bounds. Is your data strategy keeping pace?
Rationale: This headline speaks to the need to rethink data management in the face of unprecedented information growth.

Option 3: Turning information growth into business opportunity.
Rationale: This line speaks to the value of data — and how it must be managed properly to fully leverage its value.

Option 4: How to get the right data to the right people at the right time.
Rationale: This headline addresses the importance of strategic data management to drive your business forward.

Headline copy direction:

Select a headline that best communicates the focus of your e-mail message.

Campaign Designer E-mail Copy (cont'd)

Use the copy on this page to create an e-mail using the Campaign Designer template.

Introduction copy: [Customizable, 350 character max]

As an IBM® Business Partner, [XYZ Company] can help you implement an information infrastructure that helps you do more with less. So you can extract more value from your data while enhancing your threat protection and reducing overall costs. Here's how we can help:

Introduction copy direction:

Adjust copy as needed to introduce the customer pain point and how your solution can help address it.

"Steps": [Selectable/Customizable, 600 character max]

1. Maximize information availability with [offering]. Midsize companies need to store data in a strategic way that makes it secure and readily available.

2. Keep your information secure with [offering]. Midsize companies need to securely store data and collaborate in ways that protect data privacy and don't slow business processes.

3. Develop a strong retention strategy with [offering]. Businesses that store data for the long term can reduce redundancy and save on the overall cost of data storage.

4. Ensure continuous compliance with [offering]. Midsize companies must implement standardized procedures for maintaining the integrity and privacy of data.

"Steps Copy" direction:

Select one or more "steps" to show how your solution addresses the customer pain point.

Recommended Offerings:

To feature an offering in your tactic, select one from below to incorporate into your copy. For more info on these offerings refer to the Flexible Copy section.

Step 1: Maximize information availability
  IBM® System Storage™ Disk Family
  IBM® System Storage™ SAN Volume Controller Entry Edition
  IBM® Comprehensive Data Protection Solution Express

Step 2: Keep your information secure
  IBM® Tape Family: LTO Tape TS2900, TS2340 Express
  IBM® System Storage™ DS5000 Disk Family
  IBM® Express™ Penetration Testing Services

Step 3: Develop a strong retention strategy
  IBM® LTO Tape Family (TS2900 and TS2340 Express)
  IBM® Tivoli® Storage Manager
  IBM® Remote Data Protection Express

Step 4: Ensure continuous compliance
  IBM® Express™ Managed Multifunction Security Bundle

Campaign Designer E-mail Copy (cont'd)

Use the copy on this page to create an e-mail using the Campaign Designer template.

Business Partner copy: [Customizable, 200 character max]

[This section is where you present information on how you, along with IBM, provide the right solutions for their business. This is customizable copy that you write to fill this space.]

Business Partner copy direction:

Use this area to provide more information about the offerings and speak specifically to the benefits of your services and solutions.

Call to action & Offer copy: [Customizable, 70 character max]

[Place a call to action about your offer.]

Offer copy direction:

Either select an available IBM offer, or include your own to drive response. Also, include your contact information.

IBM Legal copy: [Fixed] BP Legal copy: [Customizable, 100 character max]

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[Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor eiusmod incididunt ut aliqua.]

Legal copy direction:

IBM legal copy must be included verbatim. Please add additional legal disclaimers your company requires.

Flexible Copy

How to Use

The next few pages provide longer more detailed headlines and copy for the overall topic as well as each message focus area. These message areas, labeled "steps", are not sequential. They are used to easily communicate the different ways or approaches that can be taken to help your customers become smarter midsize businesses.

Depending on your business's marketing goals, the provided assets can be used to create additional marketing materials, such as brochures and flyers. If you are interested in using Campaign Designer to execute postcard or e-mail tactics, please reference the Campaign Designer Templates section of this document.

For most assets, we recommend the following content approach:

• Determine what **type of asset** you intend to create.

• Choose one of the **Overarching Headlines.**

• Choose from one of the **Sample Intro Copy Blocks,** either the short or the long version.

• **Body copy** has been divided into 4 Steps:

  1. Maximize information availability.

  2. Keep your information secure.

  3. Develop a strong retention strategy.

  4. Ensure continuous compliance.

For each step, choose a subhead and body copy (either short or long).

• **Offerings copy:** Some assets additionally include copy blocks for offerings. These offering blocks can be used to support your steps instead of the general ones, at your discretion. If you want to feature offerings in your communication, simply select a subhead and offering copy block for each numbered step instead of the regular copy.

• **Include a paragraph about your company and the value you bring as an IBM Business Partner.**

• **Legal copy** is a requirement and has been provided in this document.

• **Questions?**
  Reach out for help with the contact info on the last page.

Headlines

Option 1:

How to manage expanding data with a shrinking budget.

HEADLINE RATIONALE: This headline addresses the dual concern among IT managers: data is growing while IT budgets are shrinking.

Option 2:

Data is growing by leaps and bounds. Is your data strategy keeping pace?

HEADLINE RATIONALE: This headline speaks to the need to rethink data management in the face of unprecedented information growth.

Option 3:

Turning information growth into business opportunity.

HEADLINE RATIONALE: This line speaks to the value of data – and how it must be managed properly to fully leverage its value.

Option 4:

How to get the right data to the right people at the right time.

HEADLINE RATIONALE: This headline addresses the importance of strategic data management to drive your business forward.

Sample Intro Copy

Use the copy on this page to create additional marketing materials.

Short Version:

As companies look for efficient ways to manage the growth of data, they must balance data availability with the need for security, retention and compliance. As an IBM® Business Partner, [XYZ Company] can help you implement an information infrastructure that helps you do more with less – so you can extract more value from your data while enhancing your threat protection and reducing overall costs.

Long Version:

As companies look for efficient ways to manage the growth of data, they must balance data availability with the need for security, retention and compliance. As an IBM® Business Partner, [XYZ Company] can help you implement an information infrastructure that helps you do more with less – so you can extract more value from your data while enhancing your threat protection and reducing overall costs.

We offer a four-step approach to building a better storage solution: 1. Optimize your information availability. 2. Keep your information secure. 3. Develop a strong retention strategy. 4. Ensure continuous compliance.

Business Partner copy:

[This section is where you present information on how you, along with IBM, provide the right solutions for their business. This is customizable copy that you write to fill this space.]

Step1: Maximize information availability

Use the copy on this page to create additional marketing materials.

Subhead: Option 1

Maximize information availability.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

When you can't see your info, you can't use it.

Subhead rationale: This line communicates the idea that data is only valuable if you can access it.

Short General Copy Block:

When information is not accessible, it's of little use. So midsize companies need to store data in a strategic way that makes it secure and readily available.

Long General Copy Block:

When information is not accessible, it's of little use. So midsize companies need to store data in a strategic way that makes it secure and readily available. With proper organization of information, you can identify and prioritize critical data, get real-time, reliable access to data and ensure information resiliency. These capabilities enable you to make smarter business decisions.

Step 1: Maximize information availability—Offerings

Use the copy on this page to create additional marketing materials.

Subhead: Option 1

Maximize information availability.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

When you can't see your info, you can't use it.

Subhead rationale: This line communicates the idea that data is only valuable if you can access it.

IBM® System Storage™ Disk Family copy block:

The IBM® System Storage™ Disk Family enables midsize companies to build their infrastructure to manage the exponential growth of data. This pay-as-you-grow solution offers cost-effective and uninterrupted data availability with an easy-to-use storage manager. These disk systems provide an exceptional solution for storing and managing e-mails, files, business critical applications and databases to meet data consolidation, backup/recovery and business continuity requirements.

IBM® System Storage™ SAN Volume Controller Entry Edition copy block:

IBM® System Storage™ SAN Volume Controller Entry Edition is a storage virtualization system that combines multiple disk storage systems under a single point of control. Simplified control improves storage utilization and management, which in turn increases the efficiency and availability of your data. IBM System Storage SAN Volume Controller Entry Edition also scales your storage capacity without disrupting applications.

IBM® Comprehensive Data Protection Solution Express copy block:

No company can afford data loss. That's why the IBM® Comprehensive Data Protection Solution Express offers an easy-to-install solution of hardware and software products to enhance data protection. Near instant recovery lets companies restore access to e-mail, files and databases in seconds. The solution includes IBM® Tivoli® Storage Manager FastBack Center, IBM® System x3550 M2 Express and IBM® DS3200 to provide the perfect balance of data protection and data recoverability.

Step 2: Keep your information secure

Use the copy on this page to create additional marketing materials.

Subhead: Option 1

Keep your information secure.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Look for gaps in your infrastructure, then fix them.

Subhead rationale: This line speaks to the need to assess your infrastructure to find vulnerabilities.

Short General Copy Block:

With security threats on the rise, midsize companies need to find ways to securely store data. They must also be able to share information and collaborate in ways that protect the privacy of data and don't slow business processes.

Long General Copy Block:

With over 100 million consumer records reported lost or stolen in 2007[1], it's clear that data security is a growing concern. So midsize companies must find new ways to securely store data and share information across the business, as well as with partners and customers. The challenge is collaborating in a way that protects intellectual property and the privacy of information without slowing down business processes.

[1]Identity Theft Resource Centre, '2007 Breach List,' February 26, 2008. http://www.idtheftcentre.org/ITRC%20Breach%20Report%202007.pdf

Step 2: Keep your information secure—Offerings

Use the copy on this page to create additional marketing materials.

Subhead: Option 1

Keep your information secure.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Look for gaps in your infrastructure, then fix them.

Subhead rationale: This line speaks to the need to assess your infrastructure to find vulnerabilities.

IBM® Tape Family: LTO Tape TS2900, TS2340 Express copy block:

When midsize companies replace and archive their storage systems and media, they run the risk of losing sensitive data due to human error and security breaches. The IBM® LTO Tape Family (TS2900 and TS2340 Express) uses advanced encryption technology to cost-effectively store data in a non-rewritable format so that sensitive information is protected in case it is ever lost or stolen. It also helps companies meet security and compliance requirements.

IBM® System Storage™ DS5000 Disk Family copy block:

IBM® System Storage™ DS5000 Disk Family offers full disk encrypting drives for its mid-range disk platform. Self-encrypting drives encrypt the data at the storage end point, which minimizes operational complexity and impact on performance. These products are especially useful for protecting against the security risks of removing disks from your data center. Enhanced data security helps build trust with your business partners and customers.

IBM® Express™ Penetration Testing Services copy block:

Having a strong understanding of your company's vulnerabilities is the first step toward cost-effectively managing data, protecting your network and achieving regulatory compliance. With IBM® Express™ Penetration Testing Services, experienced IBM security consultants conduct controlled, real-life demonstrations of security breaches to locate weaknesses within your network. You'll get a full report that analyzes the gaps and provides specific recommendations to help you reduce those risks.

Step 3: Develop a strong retention strategy

Use the copy on this page to create additional marketing materials.

Subhead: Option 1

Develop a strong retention strategy.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Figure out how long is "long-term" storage.

Subhead rationale: This line addresses the need to distinguish between types of data for more efficient and cost-effective storage.

Short General Copy Block:

Businesses that store data for the long term can reduce redundancy and save on the overall cost of data storage.

Long General Copy Block:

Businesses that proactively store data for the long term can simplify data management and save on the overall cost of data storage. For example, archiving may be an intelligent way to store inactive or infrequently accessed data. However, it is not the same as retaining data forever and still having easy access to it. Solutions like blended storage media, compression and de-duplication can improve efficiencies and reduce redundancy. Plus, a strong retention strategy can protect your business from the impact of an extended IT outage caused by security breaches, power outages or human error.

Step 3: Develop a strong retention strategy—Offerings

Use the copy on this page to create additional marketing materials.

Subhead: Option 1

Develop a strong retention strategy.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Figure out how long is "long-term" storage.

Subhead rationale: This line addresses the need to distinguish between types of data for more efficient and cost-effective storage.

IBM® LTO Tape Family (TS2900 and TS2340 Express) copy block:

Companies need to retain data for business purposes. But they must do it in a way that is cost effective and beneficial to the bottom line. The IBM® LTO Tape Family (TS2900 and TS2340 Express) provides affordable solutions for back-up, archival storage and save and restore. They're designed to help midsize companies increase operational efficiencies, address business and regulatory requirements and cut storage costs. The IBM Tape Family even allows for both sequential and random access storage modes, depending on the needs of your business.

IBM® Tivoli® Storage Manager copy block:

IBM® Tivoli® Storage Manager enables midsize companies to improve business continuity by shortening back-up and recovery times and maximizing application availability. This solution increases the efficiency of your IT operations and helps cut costs related to storage management. Best of all, Tivoli Storage Manager is flexible. It can scale from small to large installations and supports more than 50 operating systems and hundreds of devices.

IBM® Remote Data Protection Express copy block:

IBM® Remote Data Protection Express is an automatic, security rich, offsite data back-up and recovery service. This on-demand, pay-as-you-go service lets midsize businesses protect data wherever it is located, on servers, PCs or laptops. You can schedule daily, weekly or monthly retention and your data is backed up onto disks and stored in an IBM data center. Since IBM provides the equipment and support, there's no need for costly hardware or software investments. Remote Data Protection Express can also reduce TCO by up to 40%. Plus, the IBM operations staff proactively monitors your data and responds to failures at all times.

Step 4: Ensure continuous compliance

Use the copy on this page to create additional marketing materials.

Subhead: Option 1

Ensure continuous compliance.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Make sure your data plays by the rules.

Subhead rationale: This line addresses the importance of compliance requirements.

Short General Copy Block:

To address ever-increasing compliance demands, it's essential for midsize companies to implement standardized procedures for maintaining the integrity and privacy of data.

Long General Copy Block:

As information grows, so do the regulatory and legal requirements relating to how data is stored. Yet compliance remains a top challenge for 63% of IT executives.* It's essential for midsize companies to automate their storage processes to enforce compliance and minimize risk. Without having a plan in place, audits and other checks can slow a company's effectiveness and result in higher costs.

*CIO Magazine survey 2007; IBM Tivoli Market needs and profiling study 2005.

Step 4: Ensure continuous compliance—Offering

Use the copy on this page to create additional marketing materials.

Subhead: Option 1

Ensure continuous compliance.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Make sure your data plays by the rules.

Subhead rationale: This line addresses the importance of compliance requirements.

IBM® Express™ Managed Multifunction Security Bundle copy block:

Midsize businesses recognize the need for data protection but are often overwhelmed by the cost and complexity of managing multiple systems. IBM® Express™ Managed Multifunction Security Bundle is designed to help enhance your data security, lower your total cost of ownership and effectively meet compliance demands. For example, the solution addresses 10 of the 12 Payment Card Industry (PCI) Data Security Standards (DSS).

Available Offers

Use the copy on this page to create additional marketing materials.

Offer 1: www.ibm.com/systems/data/flash/information_infrastructure/self_assessment/infrastructure/

Give your information infrastructure an assessment – in minutes.
Use this online tool to see where to focus your investments and get practical steps for moving forward.

Offer 2: http://www-935.ibm.com/services/us/its/html/storageoptimization.html

Find out if your storage is optimized.
In five minutes you can identify up to 15% of trapped storage assets and get started on a short- and long-term improvement plan.

Offer 3: http://www-03.ibm.com/systems/express/systemsadvisor/index.html

Use the IBM System Advisor Tool
Just answer a few quick questions and this tool identifies the right hardware to help your business grow.

Offer 4: https://roianalyst.alinean/stg/_parent_

See how much you can save by consolidating to IBM.
This new TCO tool provides a preliminary, high-level analysis of the estimated savings from switching to IBM systems.

Legal & Global Financing copy

Use the copy on this page to create additional marketing materials.

Sample legal copy:

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[Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor eiusmod incididunt ut aliqua.]

IBM Global Financing copy:

In today's economic climate, there have been unprecedented constraints on access to credit and capital. You can still count on IBM® Global Financing for easy access to leases and loans for IBM and non-IBM hardware, software, and services for qualified midsize companies. One source. One simple contract. One low monthly payment.

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