WW CREATIVE CAMPAIGN SUPPORT
INFORMATION INFRASTRUCTURE SOLUTIONS
FLEXIBLE ASSETS

October 2008

PART 1 END USER

PART 2 BP MARKET-TO

PART 3 CO-MARKETING

IBM express advantage™

INFORMATION INFRASTRUCTURE SOLUTIONS
END USER GUIDE

These flexible assets can be used by countries 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 is designed to be used verbatim. It can also be modified if necessary to meet your needs.

IBM express advantage™

INFORMATION INFRASTRUCTURE SOLUTIONS

Information has become the lifeline for mid-sized companies. However, they are struggling to find a way to manage growing data. E-mail, images, files, invoices and transaction records are piling up. And everything must be retained, easily accessed and secured. It also needs to comply with both internal policies and external regulations. This can be a tall order for a mid-sized company.

To help these businesses gain control of expanding data, IBM recently launched a portfolio of Information Infrastructure Solutions. With more than 30 integrated hardware, software and service solutions, IBM is uniquely positioned to offer a holistic approach to the four key challenges of information management: retention, availability, security and compliance. Now mid-sized companies can not only better manage increasing amounts of data, they can also begin to realize the strategic value it holds.

Relevant links:

MASTER BRIEF

DEMAND GENERATION INPUT BRIEF

CREATIVE BRIEF

CREATIVE TEMPLATES

EXPRESS ADVANTAGE COOKBOOK

HEADLINE OPTIONS

END-TO-END SOLUTIONS FOR NEVER-ENDING DATA.

HEADLINE RATIONALE: This headline portrays the IBM solution to unmanagable data flow as both comprehensive and simple. Repeating "end" illustrates how the solution meets the problem head-on.

YOUR DATA KEEPS COMING. THIS SOLUTION NEVER STOPS.

HEADLINE RATIONALE: This headline reminds the reader that constant data influx is a problem of seemingly infinite proportions, one that demands a solution (note the singular, to convey simplicity) with a similar scope.

ARE YOU MANAGING YOUR DATA? OR IS YOUR DATA MANAGING YOU?

HEADLINE RATIONALE: The endless flow of data is a problem that not only gets out of control, but even sets you back. Its rhetorical questions imply that you're about to learn a way to gain control over your data.

FOUR DATA CHALLENGES. ONE DATA SOLUTION.

HEADLINE RATIONALE: This headline illustrates a four-faceted problem — data retention, availability, security and compliance — and one singular solution. Repeating the numbers highlights the complex/simple contrast.

SAMPLE INTRO COPY BLOCK

Information is the lifeline of today's mid-sized companies. But every day that data lifeline grows to increasingly unmanageable proportions. As data piles up, the ability to retain, access and secure it declines. Now, IBM® makes managing explosive data growth and compliance concerns easy by introducing a portfolio of fully-integrated, end-to-end Information Infrastructure Solutions.

COPY BLOCKS

VERSIONS	COPY
Short version	**A new way to manage data growth.** Research shows that 83% of IT managers plan on keeping at least some of their data for 50 years or more.[1] That's a lot of information to retain and makes a priority of finding a scalable, cost-effective data management solution. But retaining data is just one aspect of an effective management strategy. That's why the IBM® Information Infrastructure Solutions portfolio, comprised of more than 30 integrated hardware, software and service solutions, takes a different, more holistic approach to data management. IBM solutions consider all four key requirements of a successful data management strategy: retention, availability, security and compliance. So companies like yours can develop a more effective strategy, create a more efficient infrastructure and, ultimately, enjoy a more successful business outcome. [1]SNIA Data Management Forum, 100 Year Archive Requirements Survey, ©2007 Storage Networking Industry Association (SNIA), http://www.snia.org/forums/dmf/programs/ltacsi/100_year

COPY BLOCKS

VERSIONS	COPY
Long version	**A new way to manage data growth.** With more than 30 integrated hardware, software and service solutions, the IBM® Information Infrastructure Solutions (IIS) portfolio provides a new approach to data management. It addresses four key aspects of a successful management strategy. • **Retention:** 83% of IT managers plan on keeping at least some of their data for 50 years or more.[1] IBM IIS can help you establish tiered storage, policy-based archival indexing and long-term retention. • **Availability:** Since 80% of stored data is unstructured[2], it's not always possible to access it when needed. With IBM IIS, you can access and utilize stored data, in any format, at any time and from any device. • **Security:** To help avoid a security breach, IBM solutions encrypt all your sensitive data. So it stays protected and can be shared securely across your company, business partners and customers. • **Compliance:** All data must stay in line with internal policies and federal regulations. IBM IIS can enable you to classify data, implement service, support policies and minimize risks, all while reducing costs and errors. [1]SNIA Data Management Forum, 100 Year Archive Requirements Survey, © Storage Networking Industry Association (SNIA), 2007 http://www.snia.org/forums/dmf/programs/ltacsi/100_year [2]Business IT Interface, "From Unstructured to Agile: Waterstons' Anna Ferguson looks at improving productivity and reducing costs with Microsoft Office SharePoint 2007," November 2007. http://www.bcs.org/server.php?show=ConWebDoc.15963

LEAD OFFERING COPY BLOCKS

These offerings expand upon the copy blocks and highlight specific offerings.

OFFERING	COPY
Hardware – Disk Storage Family *Examples: IBM System Storage™ DS3000 Express and IBM System Storage DS5000*	Optimal performance. High availability. Resilient storage. The IBM® Disk Storage Family is ideal for your data needs. You can cost-effectively store, access and manage critical information. And since the Disk Storage Family is based on open standards, it can support a variety of IT environments. Plus, it's scalable to accommodate your demanding data growth.
Hardware – Tape Storage Family *Examples: IBM System Storage TS2900 and IBM System Storage TS3200*	Every day, more data is generated. And it all has to be stored. The IBM® Tape Storage Family provides scalable backup, archive and data protection solutions – all based on open standards. Plus, data is encrypted to help keep business-critical information secure.
Virtualization Family *Examples: IBM System Storage SAN Volume Controller (SVC) R4.3.1 and IBM TS7530*	Improve storage utilization by making better use of your existing server and storage systems. The IBM® Virtualization Family is designed to improve application availability and productivity by enabling you to make storage changes and move data with little to no downtime.
Storage Software Family *Example: Tivoli® Storage Manager Express*	Now you can be more innovative and flexible with your storage. The IBM® Storage Software Family provides storage management, backup and recovery of critical data as well as protection for your storage infrastructure. The solutions are open and scalable, so they can optimize your current resources without going over budget.
Storage Services Family *Examples: IBM Tivoli Security Information and Event Manager, IBM ISS Threat Migration services*	In addition to hardware and software solutions, IBM® offers a Storage Services Family to help you better assess your information infrastructure in order to unlock the business value of your company's data. Services also help reduce risk and downtime when upgrading or adding to existing storage infrastructure. Plus, the fixed-price and fixed-scope of offerings make it easy to identify and purchase the right services for your needs.

MAILER – COVER EXAMPLE

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

ARE YOU MANAGING YOUR DATA? OR IS YOUR DATA MANAGING YOU?

IBM express advantage™

MAILER – INTERIOR EXAMPLE

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

LOREM IPSUM DOLOR SIT AMET

Duis autem vel eum iriure dolor in hendrerit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Nam liber tempor cum soluta

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Complimentary Offer: Name of Offer

Describe the offer you want to present on the landing page (whitepapers, trial downloads, and/or locally relevant offers), and the benefits to the reader.

To learn more, visit **ibm.com/xxxxxx/xxxxx**

IBM express advantage™

© 2008 IBM Corporation. IBM and the IBM logo are trademarks or registered trademarks of IBM Corporation in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.

Geos should create their own interior headline that follows naturally from the selected cover headline.

Overview: An introductory copy block goes here that states the audience's needs and introduces the solution(s) that helps meet those needs.

The most relevant theme goes here.

Supporting content goes here.

Place your call-to-action and offer here.

Legal copy goes here.

9

SAMPLE OFFERS

Choose one of the WW-recommended complimentary offers (or provide your own offer).

1. Web page: IBM Information Infrastructure Solutions
URL: https://www.ibm.com/XXX
For more information, visit the IBM Information Infrastructure Solutions Web page.

2. Webcast: IBM Information Infrastructure Solutions to Tame the Information Explosion for Mid-sized Businesses
URL: http://w.on24.com/r.htm?e=116742&s=1&k=4946BB5EB4C6D31FD873C609E59F57CD
IBM experts give an overview of how to build a resilient information infrastructure that obtains secured storage, retrieves information quickly and mitigates business risks.
[Please note: This Webcast takes place September 23, 2008. Replay is only available for six months.]

3. Brochure: Meeting the Storage Needs of SMB with Modular Systems and Storage Solutions from IBM
URL: http://w3-03.ibm.com/sales/support/ShowDoc.wss?docid=TSB03005USEN&infotype=PM&infosubtype=BR&node=brands,B5000|clientset,SM|geography,AMR|doctype,M0|doctype,BRB&appname=CC_CFFRF
Discover the broad range of cost-effective disk, tape and SAN solutions IBM offers to meet the storage needs of mid-sized businesses.

4. Analyst Paper: Meeting the Challenges of SMB Storage
URL: http://www.ibm.com/common/ssi/fcgi-bin/ssialias?infotype=SA&subtype=WH&appname=STGE_TS_DS_USEN&htmlfid=TSW03039USEN&attachment=TSW03039USEN.PDF
Third-party analyst describes how IBM can help mid-sized businesses meet their unique storage challenges with simple, scalable and cost-effective solutions.

SAMPLE IBM GLOBAL FINANCING COPY

IBM Global Financing mention.

And remember, IBM Global Financing helps you get started. One source. One simple contract. One low monthly payment.

SAMPLE LEGAL COPY

Please note: Legal should be adjusted for local markets.

(C) 2008 IBM Corporation, Inc. IBM, the IBM logo, ibm.com and IBM Express Advantage are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol ($^®$ or $^™$), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

INFORMATION INFRASTRUCTURE SOLUTIONS
BP MARKET-TO GUIDE

Flexible Assets

These flexible assets can be used by countries to communicate to Business Partners the benefits of selling IBM solutions to customers. Each asset serves as a building block to create various tactics – direct mail, e-mail, landing pages, etc. 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.

IBM express advantage™

HEADLINE OPTIONS

THEIR INFORMATION MANAGEMENT CHALLENGE IS YOUR REVENUE OPPORTUNITY.

HEADLINE RATIONALE: This headline implies that there's a solution that very simply flips the problem of data growth into a business opportunity. Opposing "challenge" and "opportunity" creates interest and tension.

EXPANDING DATA FOR THEM. EXPANDING REVENUE FOR YOU.

HEADLINE RATIONALE: This headline makes the simple connection between increasing customer data and the desire for higher revenue. By repeating the word "expanding," it equates customer needs with a Business Partner pay off.

TURN THE INFO EXPLOSION INTO A CATALYST FOR REVENUE.

HEADLINE RATIONALE: This headline illustrates that increasing data is an opportunity to increase revenue streams. It creates dynamic tension between "explosion" and "catalyst."

SAMPLE INTRO COPY BLOCK

This year, businesses anticipate spending over $11 billion on storage solutions. And believe it or not, mid-market demand will be greater than large enterprises'. Here's your chance to take advantage of new revenue opportunities. The IBM® Information Infrastructure Solutions portfolio provides mid-sized companies with solutions to manage their ever-increasing data. And by selling a whole family of offerings, you can address their needs with an end-to-end solution, while improving your bottom line.

COPY BLOCKS

SUBHEAD	COPY
Help your customers manage the data explosion in four crucial ways.	The IBM® Information Infrastructure Solutions (IIS) portfolio helps mid-sized companies handle four key aspects of data growth: retention, availability, security, and compliance. IIS provides scalable hardware and software solutions for better retention and storage. Companies can also improve access to stored data, in any format, at any time, from any device. Plus, data will be protected and secured across business, partner and customer processes. Finally, IIS offerings help ensure your customers stay in compliance with internal and government regulations.
Tools to seal the deal.	IBM® not only provides the right storage solutions for your customers, but also offers the right tools to help you close the sale. In addition to over 1500 dedicated resources—including sales, marketing and technical support—you now have access to the IBM Attach Connector. This complimentary Web application walks you through the sale, providing questions to pinpoint your customers' needs and identify opportunities to cross-sell or up-sell additional IBM solutions.

MAILER – COVER EXAMPLE

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

EXPANDING DATA FOR THEM.

EXPANDING REVENUE FOR YOU.

MAILER – INTERIOR EXAMPLE

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

LOREM IPSUM DOLOR SIT AMET

Duis autem vel eum iriure dolor in hendrerit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Nam liber tempor cum soluta

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Complimentary Offer: Name of Offer

Describe the offer you want to present on the landing page (whitepapers, trial downloads, and/or locally relevant offers), and the benefits to the reader.

To learn more, visit **ibm.com/xxxxxx/xxxxx**

IBM **express advantage™**

© 2008 IBM Corporation. IBM and the IBM logo are trademarks or registered trademarks of IBM Corporation in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.

Geos should create their own interior headline that follows naturally from the selected cover headline.

Overview: An introductory copy block goes here that defines the opportunities available to the Business Partner for selling IBM solutions.

The theme that could help the Business Partner build profits.

Supporting content goes here.

Place the call-to-action and offer here.

Legal copy.

SAMPLE OFFERS

Choose one of these WW-recommended complimentary offers (or provide your own offer).

1. IBM Information Infrastructure Sales Kit

URL: http://www-304.ibm.com/jct09002c/partnerworld/wps/servlet/ContentHandler/ssInfoInfrask.skit

Visit PartnerWorld, where you can access the IBM Information Infrastructure Sales Kit filled with valuable tips and tools to complete your sale.

2. IBM Information Infrastructure Solutions Training Session

URL: www.ibm.com/XXX

Attend one of the IBM Training Sessions that highlight the latest IIS offerings. Be sure to contact your IBM channel representative for more information on training availability.

IMAGE RATIONALE

Imagery from the "Simple" campaign is appropriate for use in all Express Advantage work. Please refer to the Express Advantage Simple Cookbook for color and graphic requirements and for usage rights.

SIMPLE CAMPAIGN IMAGERY: This includes the drive-thru huts, cafes and menu board photography.

ICONS: The icons should be consistent with the messaging for the themes in the assignment.

PRODUCT PHOTOGRAPHY: All current approved product photography can be found here. Link to Marcom.

STOCK PHOTOGRAPHY: For communications of 12 pages or more only, you may utilize images from the Stock Photo Library. These photos should be used on the interiors only, not on the covers. Link to Marcom.

CAMPAIGN IMAGERY

**drive-thru hut photography
(or country-specific cafe image)**

ICONS
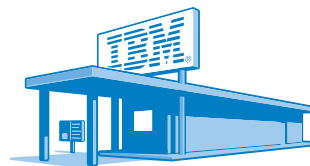
drive-thru hut

offerings

**information
management**

INFORMATION INFRASTRUCTURE SOLUTIONS
CO-MARKETING GUIDE

Flexible Assets

These flexible assets can be used by IBM Business Partners to communicate and promote the benefits of both their company and IBM® solutions to their customers. 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.

HEADLINE OPTIONS

END-TO-END SOLUTIONS
FOR NEVER-ENDING DATA.

HEADLINE RATIONALE: This headline portrays how the Business Partner and IBM have a solution to unmanagable data flow that's both comprehensive and simple. Repeating "end" illustrates how the solution meets the problem head-on.

YOUR DATA KEEPS COMING.
THIS SOLUTION NEVER STOPS.

HEADLINE RATIONALE: This headline reminds the reader that constant data influx is a problem of seemingly infinite proportions, one that demands a solution (note the singular, to convey simplicity) with a similar scope from the Business Partner.

ARE YOU MANAGING YOUR DATA?
OR IS YOUR DATA MANAGING YOU?

HEADLINE RATIONALE: The endless flow of data is a problem that not only gets out of control, but even sets you back. Its rhetorical questions imply that you're about to learn from the Business Partner a way to gain control over your data.

FOUR DATA CHALLENGES.
ONE DATA SOLUTION.

HEADLINE RATIONALE: This headline illustrates a four-faceted problem — data retention, availability, security and compliance — and one singular solution from the Business Partner. Repeating the numbers highlights the complex/simple contrast.

SAMPLE INTRO COPY BLOCK

Information is the lifeline of today's mid-sized companies. But every day that data lifeline grows to increasingly unmanageable proportions. As data piles up, the ability to retain, access and secure it declines. Now, [XYZ company] and IBM® make managing explosive data growth and compliance concerns easy by introducing a portfolio of fully-integrated, end-to-end Information Infrastructure Solutions.

COPY BLOCKS

VERSIONS	COPY
Customizable section	**Count on [XYZ Company] and IBM to help manage data growth.** [Here is where you can introduce yourself as an IBM Business Partner who knows all about this theme, and the expertise you have which makes you especially qualified to help them address their needs.]
Short version	**A new way to manage data growth.** Research shows that 83% of IT managers plan on keeping at least some of their data for 50 years or more.[1] That's a lot of information to retain and makes a priority of finding a scalable, cost-effective data management solution. But retaining data is just one aspect of an effective management strategy. That's why [XYZ Company] and IBM provide you with the IBM® Information Infrastructure Solutions portfolio. It's comprised of more than 30 integrated hardware, software and service solutions that take a different, more holistic approach to data management. These solutions consider all four key requirements of a successful data management strategy: retention, availability, security and compliance. So companies like yours can develop a more effective strategy, create a more efficient infrastructure and, ultimately, enjoy a more successful business outcome. [1]SNIA Data Management Forum, 100 Year Archive Requirements Survey, ©2007 Storage Networking Industry Association (SNIA), http://www.snia.org/forums/dmf/programs/ltacsi/100_year

21

COPY BLOCKS

| VERSIONS	COPY
Long version	**A new way to manage data growth.** With more than 30 integrated hardware, software and service solutions, [XYZ Company] and IBM offer Information Infrastructure Solutions (IIS) that provide a new approach to data management. These solutions address four key aspects of a successful management strategy. • **Retention:** 83% of IT managers plan on keeping at least some of their data for 50 years or more.[1] Solutions from [XYZ Company] and IBM can help you establish tiered storage, policy-based archival indexing and long-term retention. • **Availability:** Since 80% of stored data is unstructured[2], it's not always possible to access it when needed. With solutions from [XYZ Company] and IBM, you can access and utilize stored data, in any format, at any time and from any device. • **Security:** To help avoid a security breach, [XYZ Company] and IBM offer solutions that encrypt all your sensitive data. So it stays protected and can be shared securely across your company, business partners and customers. • **Compliance:** All data must stay in line with internal policies and federal regulations. Solutions from [XYZ Company] and IBM can enable you to classify data, implement services, support policies and minimize risks, all while reducing costs and errors. [1]SNIA Data Management Forum, 100 Year Archive Requirements Survey, © Storage Networking Industry Association (SNIA), 2007 http://www.snia.org/forums/dmf/programs/ltacsi/100_year [2]Business IT Interface, "From Unstructured to Agile: Waterstons' Anna Ferguson looks at improving productivity and reducing costs with Microsoft Office SharePoint 2007," November 2007. http://www.bcs.org/server.php?show=ConWebDoc.15963

LEAD OFFERING COPY BLOCKS

These offerings expand upon the copy blocks and highlight specific offerings.

OFFERING	COPY
Hardware – Disk Storage Family *Examples: IBM System Storage™ DS3000 Express and IBM System Storage DS5000*	Optimal performance. High availability. Resilient storage. The IBM® Disk Storage Family is ideal for your data needs. You can cost-effectively store, access and manage critical information. And since the Disk Storage Family is based on open standards, it can support a variety of IT environments. Plus, it's scalable to accommodate your demanding data growth.
Hardware – Tape Storage Family *Examples: IBM System Storage TS2900 and IBM System Storage TS3200*	Every day, more data is generated. And it all has to be stored. The IBM® Tape Storage Family provides scalable backup, archive and data protection solutions – all based on open standards. Plus, data is encrypted to help keep business-critical information secure.
Virtualization Family *Examples: IBM System Storage SAN Volume Controller (SVC) R4.3.1 and IBM TS7530*	Improve storage utilization by making better use of your existing server and storage systems. The IBM® Virtualization Family is designed to improve application availability and productivity by enabling you to make storage changes and move data with little to no downtime.
Storage Software Family *Example: Tivoli ®Storage Manager Express*	Now you can be more innovative and flexible with your storage. The IBM® Storage Software Family provides storage management, backup and recovery of critical data as well as protection for your storage infrastructure. The solutions are open and scalable, so they can optimize your current resources without going over budget.
Storage Services Family *Examples: IBM Tivoli Security Information and Event Manager, IBM ISS Threat Migration services*	In addition to hardware and software solutions, IBM® offers a Storage Services Family to help you better assess your information infrastructure in order to unlock the business value of your company's data. Services also help reduce risk and downtime when upgrading or adding to existing storage infrastructure. Plus, the fixed-price and fixed-scope of offerings make it easy to identify and purchase the right services for your needs.

E-MAIL EXAMPLE

The layout example here is meant to illustrate how headlines and content may be applied to an HTML e-mail.

Headline: Select from the options provided.

Introduction: Pick up the introduction copy provided. Customize as needed.
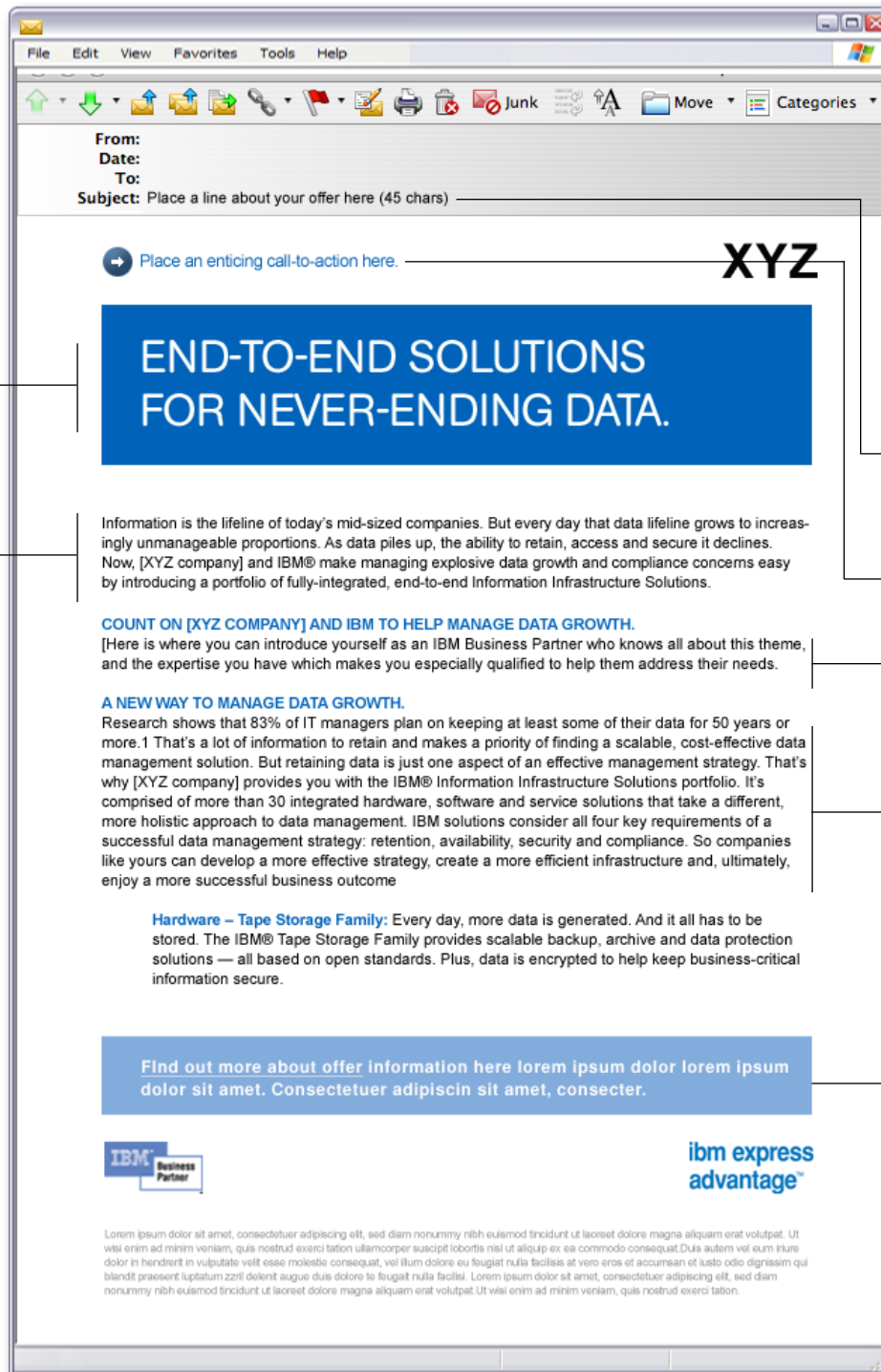
Subject line: If you have a great offer, you can use it in the subject line (try to keep it 45-50 chars).

Call-to-action: Lead with an action word.

Customizable BP Paragraph: Please limit to 3 or 4 lines.

Offerings: Relevant offerings go here.

Offer: Place offer here.

File Edit View Favorites Tools Help

From:
Date:
To:
Subject: Place a line about your offer here (45 chars)

➜ Place an enticing call-to-action here.

XYZ

END-TO-END SOLUTIONS FOR NEVER-ENDING DATA.

Information is the lifeline of today's mid-sized companies. But every day that data lifeline grows to increasingly unmanageable proportions. As data piles up, the ability to retain, access and secure it declines. Now, [XYZ company] and IBM® make managing explosive data growth and compliance concerns easy by introducing a portfolio of fully-integrated, end-to-end Information Infrastructure Solutions.

COUNT ON [XYZ COMPANY] AND IBM TO HELP MANAGE DATA GROWTH.
[Here is where you can introduce yourself as an IBM Business Partner who knows all about this theme, and the expertise you have which makes you especially qualified to help them address their needs.

A NEW WAY TO MANAGE DATA GROWTH.
Research shows that 83% of IT managers plan on keeping at least some of their data for 50 years or more.1 That's a lot of information to retain and makes a priority of finding a scalable, cost-effective data management solution. But retaining data is just one aspect of an effective management strategy. That's why [XYZ company] provides you with the IBM® Information Infrastructure Solutions portfolio. It's comprised of more than 30 integrated hardware, software and service solutions that take a different, more holistic approach to data management. IBM solutions consider all four key requirements of a successful data management strategy: retention, availability, security and compliance. So companies like yours can develop a more effective strategy, create a more efficient infrastructure and, ultimately, enjoy a more successful business outcome

Hardware – Tape Storage Family: Every day, more data is generated. And it all has to be stored. The IBM® Tape Storage Family provides scalable backup, archive and data protection solutions — all based on open standards. Plus, data is encrypted to help keep business-critical information secure.

Find out more about offer information here lorem ipsum dolor lorem ipsum dolor sit amet. Consectetuer adipiscin sit amet, consecter.

IBM Business Partner

ibm express advantage™

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.Ut wisi enim ad minim veniam, quis nostrud exerci tation.

SAMPLE OFFERS
Choose one of the WW-recommended complimentary offers (or provide your own offer).

---

1. Web page: IBM Information Infrastructure Solutions
URL: https://www.ibm.com/XXX
For more information, visit the IBM Information Infrastructure Solutions Web page.

2. Webcast: IBM Information Infrastructure Solutions to Tame the Information Explosion for Mid-sized Businesses
URL: http://w.on24.com/r.htm?e=116742&s=1&k=4946BB5EB4C6D31FD873C609E59F57CD
IBM experts give an overview of how to build a resilient information infrastructure that obtains secured storage, retrieves information quickly and mitigates business risks.
[Please note: This Webcast takes place September 23, 2008. Replay is only available for six months.]

3. Brochure: Meeting the Storage Needs of SMB with Modular Systems and Storage Solutions from IBM
URL: http://w3-03.ibm.com/sales/support/ShowDoc.wss?docid=TSB03005USEN&infotype=PM&infosubtype=BR&node=brands,B5000|clientset,SM|geography,AMR|doctype,M0|doctype,BRB&appname=CC_CFFRF
Discover the broad range of cost-effective disk, tape and SAN solutions IBM offers to meet the storage needs of mid-sized businesses.

4. Analyst Paper: Meeting the Challenges of SMB Storage
URL: http://www.ibm.com/common/ssi/fcgi-bin/ssialias?infotype=SA&subtype=WH&appname=STGE_TS_DS_USEN&htmlfid=TSW03039USEN&attachment=TSW03039USEN.PDF
Third-party analyst describes how IBM can help mid-sized businesses meet their unique storage challenges with simple, scalable and cost-effective solutions.

SAMPLE IBM GLOBAL FINANCING COPY

IBM Global Financing mention.

And remember, IBM Global Financing helps you get started. One source. One simple contract. One low monthly payment.

SAMPLE LEGAL COPY

[Please note: Legal should be adjusted for local markets.]

© 2008 IBM Corporation, Inc. IBM, the IBM logo, ibm.com and IBM Express Advantage are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml