

Smarter Planet
Midmarket Flexible Asset

IBM BladeCenter Portfolio

June 2011

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Are you a Business Partner?

All materials within this document are available from the IBM Co-Marketing Center (CMC), where you can create and customize various assets for your specific needs.

To locate the templates in this document, go to the IBM Co-Marketing Center on PartnerWorld and click “Visit the [IBM Co-Marketing Center](#).”

In the U.S.

1. Enter ‘BladeCenter’ in the search box in the upper right-hand corner of the page; or
2. Choose ‘BladeCenter’ from the ‘Select Product & Services’ drop-down list and ‘Midmarket’ from the ‘Audience Size’ drop-down list.

Outside the U.S.

Follow the instructions above. If you do not find these assets, click “Contact Us” in the lower left corner of the page and request assistance in making these assets available in your country.

Questions? Reach out for help to any of the contacts listed on the last page of this document.

Chapter 1

Guidance

How to Use

This flexible asset contains six chapters to help you with every step of the development and localization process. From overall guidance and background to creative examples and components. From building a multi-touch cadence to useful contacts for more information.

Leveraging WW Creative Assets To Build A Multi-Touch Campaign:

- The assets included within this toolkit can be used by IBM country teams to communicate the benefits of IBM solutions to end-users.
- The assets can support a multi-touch cadence (i.e. an initial touch, followed by three nurturing touches) via Unica or other eNurture tools.
- All the content can be picked up by IMT/GMT/GMR verbatim. Alternatively, in instances where IMT/GMT/GMR have different tactical needs than those covered in this toolkit, they can use the WW content provided for directional guidance.
- Business Partners can leverage co-marketing versions of the multi-touch assets via the IBM Co-Marketing Center.

Using The Sample Multi-Touch Cadence:

- A sample cadence is included within this flexible asset. Each IMT/GMT/GMR can customize the cadence to meet varying local needs, market conditions and available offers.

Additional Core Midmarket Guidance Can Be Found At:

- **Messaging Guidance:**
MAM Reference Number – SM900358-USEN-00
- **Creative Guidance:**
MAM Reference Number – SM900318-WWEN-00

NOTE: The IBM Midmarket DG Flex Assets supporting BladeCenter are no longer versioned for Intel JMP-readiness. If you want to use this content for locally developed Intel JMP activity, please work directly with your local Intel teams to ensure copy and logo layout compliance for Intel JMP activity.

Chapter 2

Background

Current Situation

Today, IT managers in midsize businesses are facing more challenges than ever before. On one hand, they're being asked to reduce IT complexity and costs, including real estate and utility bills. On the other, they have to ensure that their systems can manage the growing volume of data that their business requires, while always remaining available to those who need them, when they need them. By leveraging technology that's more affordable, easier to manage and that offers more levels of hardware redundancy than the competition, IT managers can now do both.

The Concept

On a smarter planet, midsize businesses reduce the cost and complexity of the IT they need to support their business.

The IBM BladeCenter portfolio offers midsize businesses a simple, viable alternative to sprawling racks and over-heated server rooms.

Designed to simplify IT infrastructure, increase manageability, and reduce TCO, the IBM BladeCenter S is a chassis that provides a broad range of storage and networking options.

While the IBM BladeCenter HS22 and HS22V blade servers are proven, stable platforms—with best-in-class reliability and built-in management features to keep IT up and running.

Easy to deploy and easy to manage, the energy-efficient IBM BladeCenter can:

- Simplify your IT
- Increase system availability
- Maximize system efficiency

Chapter 3

Creative Examples

Building a Multi-touch Campaign

Initial Touch / Door Opener:

An 'initial touch' or 'door opener' is classified as any tactic that generates a response. An initial touch could be a direct mail piece or an email (WW templates are provided in this toolkit). It could also be another tactic, such as content syndication or through a webcast/event registration or search.

Nurturing Touch:

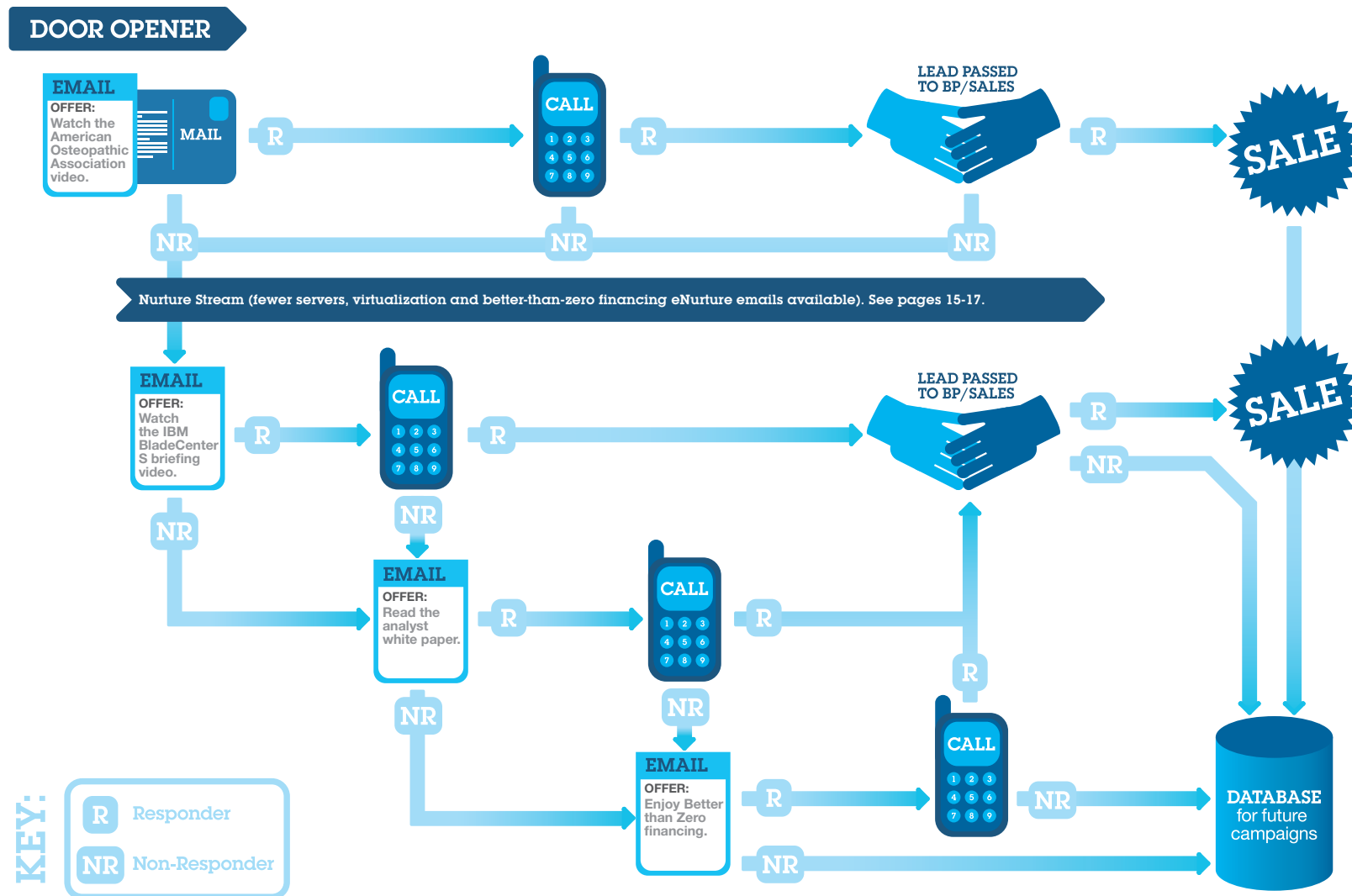
A nurture cadence typically consists of three touches—not including the initial touch or door opener. When developing nurture tactics, please pay particular attention to the offers and messaging included within the various touches.

Each touch should be designed to deepen the conversation with a prospect. In Touch 1, you should incorporate a broad offer, such as a case study or demo, so that the prospect can learn more about the benefits of the featured topic, solution or offering—without significant commitment on their part. In subsequent touches, you can transition to 'hard offers', that is, financing offers or complimentary trials, to support your message.

The offers for each touch will vary according to IMT/GMT/GMR availability.

Sample Cadence of a Multi-touch Campaign

The following cadence, which is based on global Unica requirements, provides an example of how a multi-touch campaign can be supported using the assets within this toolkit.



Initial Touch—Direct Mail Example

The layout example illustrates how a sample headline may be used in a simple direct mail piece or similar tactic.

Headline: Lubalin Demi

Building the engines of a Smarter Planet:

**A makeover for your server room—
and your bottom line.**



Initial Touch—Direct Mail Example (cont'd)

The layout example illustrates how a sample headline may be used in a simple direct mail piece or similar tactic.

Headline: Lubalin Demi

Compression without the compromise.

Intro copy:
Helvetica Neue
(Short Version)

IT managers of midsize businesses tasked with reducing IT complexity and costs now have to ensure that their systems can handle today's data explosion—without any disruption to the business. The IBM® BladeCenter® portfolio can help.

Easy to deploy and manage, our advanced chassis and blade servers offer an energy-efficient and affordable alternative to traditional racks and server rooms. With extra layers of hardware redundancy, they also deliver maximum reliability—as well as increased performance, utilization and virtualization.

Discover how IBM BladeCenter can:

- Simplify your IT
- Increase system availability
- Maximize system efficiency

Call-to-action:
Helvetica Neue

See how healthy the American Osteopathic Association's data centre is.
Visit ibm.com/xxx or call 1-000-000-000.

Midsize businesses are the engines of a Smarter Planet.

This information is provided "as is" without warranty of any kind, express or implied, and is based on current IBM product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this document. Nothing contained in this document is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

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123 Main Street
City, State 12345



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

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

Initial Touch—Traditional Email Example

The layout example illustrates how a sample headline may be used in a simple direct mail piece or similar tactic.

Call-to-action: Arial

Headline: Lubalin Demi

Intro copy: Arial
(Long Version)

Benefits: Arial Bold

Sign-off: Arial

Call-to-action: Arial

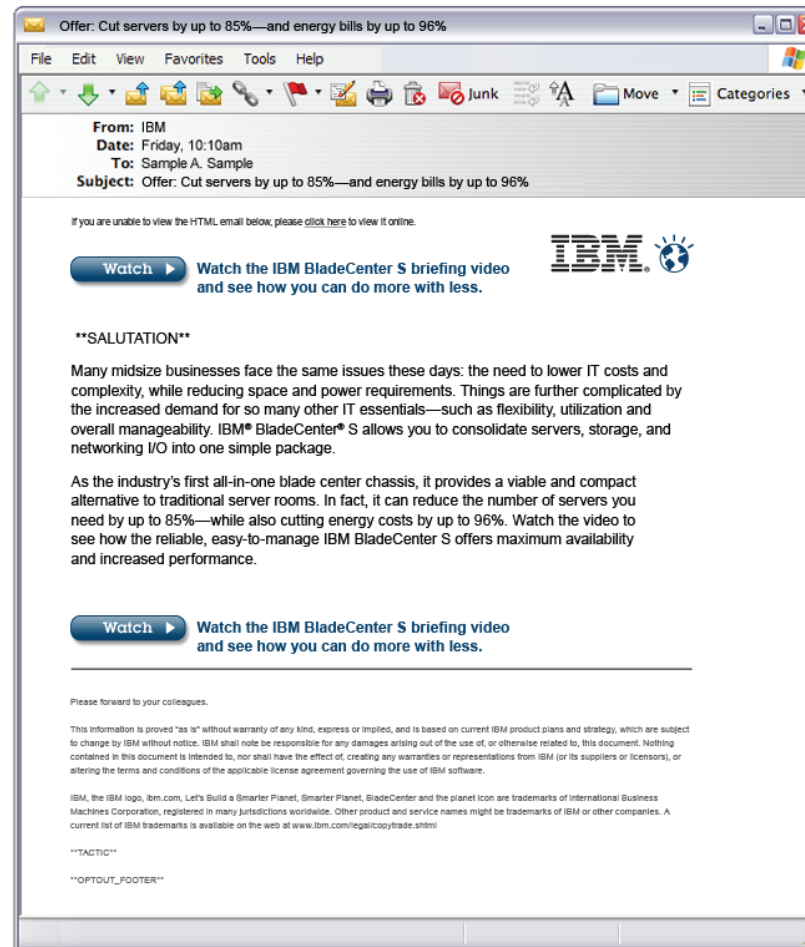
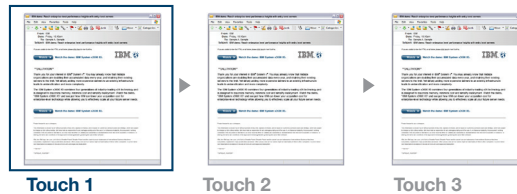


Visual

Call-to-action: Arial

eNurture Touch 1 — Email Example

This is an example of what a Touch 1 nurture email looks like. For future touches, the offer will be more offer focused.



Touch 1

eNurture Touch 2—Email Example

This is an example of what a Touch 2 nurture email looks like.



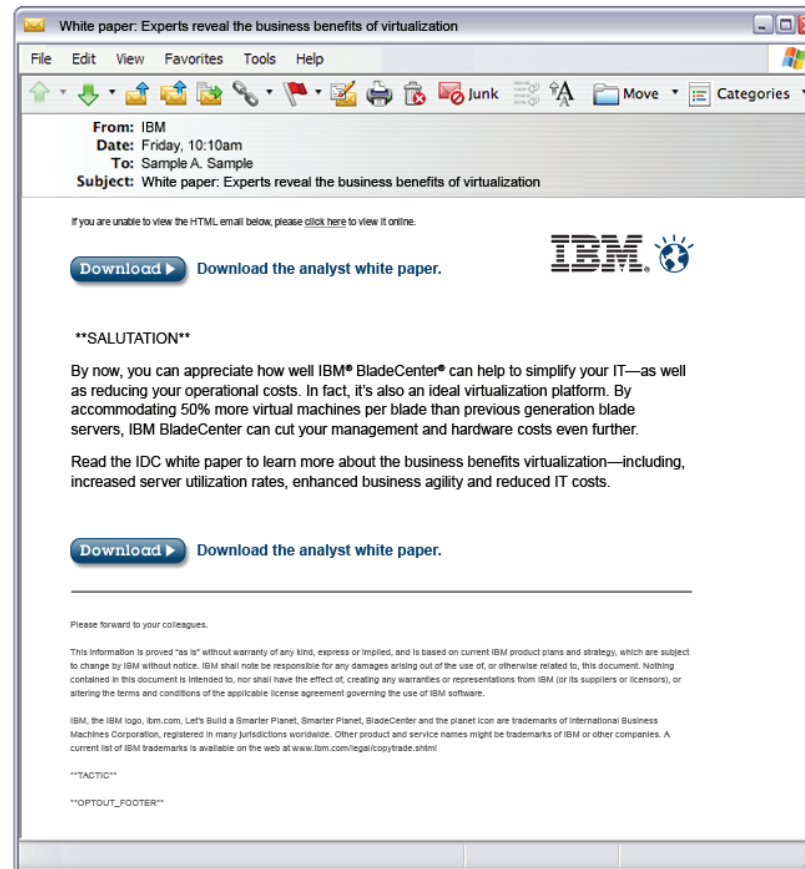
Touch 1



Touch 2



Touch 3



Touch 2

eNurture Touch 3—Email Example

This is an example of what a Touch 3 nurture email looks like.



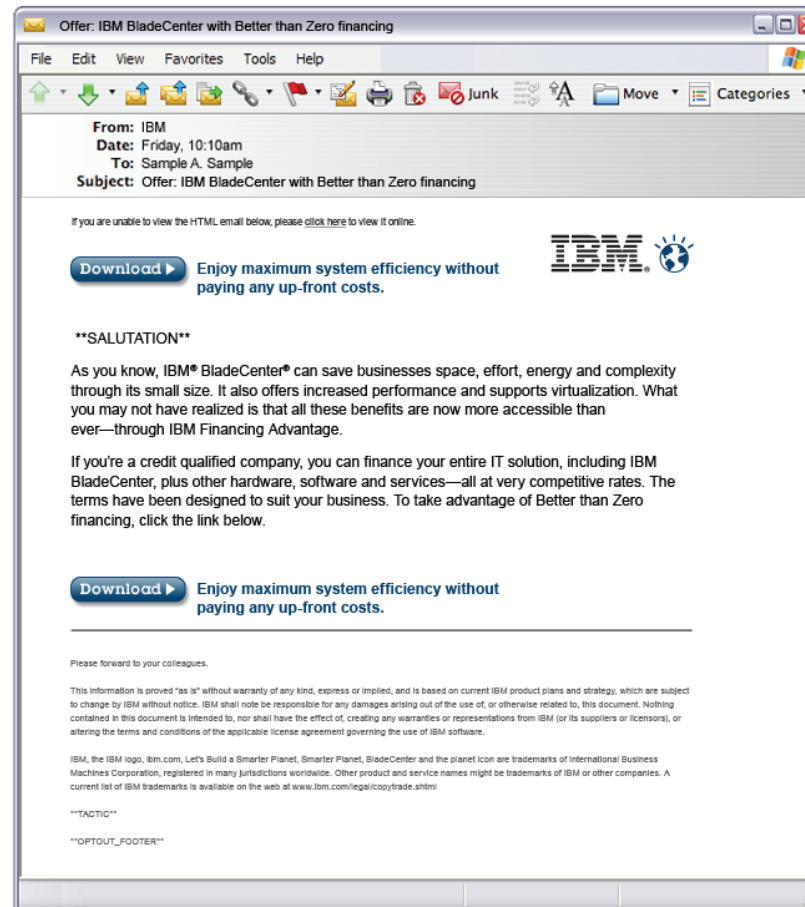
Touch 1



Touch 2



Touch 3



Touch 3

Chapter 4

Creative Components

Illustration

This illustration depicts the specific way in which IBM and IBM Business Partners can help midsize businesses become smarter with the IBM BladeCenter S.



Overarching Headlines

After you have determined the type of asset you want to create, choose one Headline.

Building the engines of a Smarter Planet:

Eyebrow Line: This line goes immediately above your selected headline but is not required for email tactics.

Midsized businesses are the engines of a Smarter Planet.

Sign-off Line: This line should appear on every tactic.

Option 1:

How can so much less do so much more?

Headline rationale: This thought-provoking line is a play on 'less/more' and refers to the size and reduced complexity of the BladeCenter.

Option 3:

A makeover for your server room—and your bottom line.

Headline rationale: This line refers to the fact that the BladeCenter will dramatically alter the look of your server room (e.g. through virtualization) —as well as save you money (e.g. through power savings).

Option 2:

Compression without the compromise.

Headline rationale: While referring to the size and virtualization aspects of the BladeCenter, this line focuses on the reliability and performance benefits too.

Option 4:

Increase the power in your server room and lower your energy bills.

Headline rationale: Playing on 'power/energy', this intriguing line refers to the performance and energy-saving aspects of the BladeCenter

Introduction Copy

Choose either the short version or long version copy block—depending on the size of your tactic.

Short Version Copy Block:

IT managers of midsize businesses tasked with reducing IT complexity and costs now have to ensure that their systems can handle today's data explosion—without any disruption to the business. The IBM® BladeCenter® portfolio can help.

Easy to deploy and manage, our advanced chassis and blade servers offer an energy-efficient and affordable alternative to traditional racks and server rooms. With extra layers of hardware redundancy, they also deliver maximum reliability—as well as increased performance, utilization and virtualization.

Long Version Copy Block:

With limited budgets and resources, doing more with less is a strategic goal for many midsize businesses. For IT managers, who are already striving to reduce IT complexity and costs, there's the extra challenge of accommodating today's explosion of data. All the while, business-critical information and applications need to be available to those who need them—when they need them.

As an energy-efficient and affordable alternative to sprawling racks and over-heated server rooms, the IBM® BladeCenter® portfolio can help. Easy to deploy and manage, our advanced chassis and blade servers offer enhanced performance, utilization and virtualization capabilities. What's more, with greater layers of hardware redundancy than competitive blade servers, IBM BladeCenter also delivers maximum system accessibility and reliability.

Benefit 1: Simplify your IT

For this benefit, you can choose to (1) use either subhead option on its own or (2) use a subhead with the benefit copy block. You can also (3) use the offering from the next page.

Subhead: Option 1

Simplify your IT.

Subhead rationale: This short line gets straight to the point and clearly defines the topic.

Subhead: Option 2

Run your business from one box.

Subhead rationale: This intriguing line refers to the idea that businesses no longer need to endure sprawling racks and server rooms.

Simplify your IT Copy Block:

Through virtualization, you can reduce your number of servers by up to 85%—and lower your energy costs by up to 96%—all while actually improving performance. With less hardware, your IT network is instantly easier to manage while the Office Enablement Kit lets you oversee everything from anywhere—from your office to your warehouse.

Benefit 1: Offering

For this offering, you can choose from page 22: (1) one subhead and (2) the benefit copy block.

IBM BladeCenter S Copy Block:

IBM BladeCenter® S integrates your server, storage and networking capabilities—all into a single chassis. As well as simplifying IT infrastructure and reducing floor space, it also helps to lower the total cost of ownership. For example, you can deploy the integrated SAN capability for up to \$4,900* less than competitive offerings.

* The \$4,900 cost saving was made against a Hewlett-Packard (HP) blade enclosure and HP servers—calculated using public sources as of May 2011. The actual items compared were: an IBM BladeCenter S chassis (with SAN) and six IBM HS22 servers versus a Hewlett-Packard c3000 blade enclosure (with SAN) and six HP BL460 G7 servers.

eNurture Touch: Touch 1 Copy

This is an example of what a Touch 1 Nurture email looks like. The copy structure of the email acknowledges any past action and builds on any previous communication, while the offer will vary between IMT/GMT/GMR. Please refer to page 34 for a list of available offers.

Subject Line:

Offer: Cut servers by up to 85%—and energy bills by up to 96%

Body Copy:

Many midsize businesses face the same issues these days: the need to lower IT costs and complexity, while reducing space and power requirements. Things are further complicated by the increased demand for so many other IT essentials—such as flexibility, utilization and overall manageability. IBM® BladeCenter® S allows you to consolidate servers, storage, and networking I/O into one simple package.

As the industry's first all-in-one blade center chassis, it provides a viable and compact alternative to traditional server rooms. In fact, it can reduce the number of servers you need by up to 85%—while also cutting energy costs by up to 96%. Watch the video to see how the reliable, easy-to-manage IBM BladeCenter S offers maximum availability and increased performance.

Call-to-action (check availability in your region):

Watch the IBM BladeCenter S briefing video and see how you can do more with less.

Benefit 2: Increase System Availability

For this benefit, you can choose to (1) use either subhead option on its own or (2) use a subhead with the benefit copy block. You can also (3) use the offering from the next page.

Subhead: Option 1

Increase system availability.

Subhead rationale: This short line is straight to the point and clearly defines the topic.

Subhead: Option 2

Avoid costly network downtime.

Subhead rationale: This line gives the upside of maintaining high availability.

Increase System Availability Copy Block:

Through the Predictive Failure Alert feature, you can spot potential problems before they become real downtime issues—and run your business with more confidence. You can also replace hot-swap components while systems and applications are still running—ensuring even greater availability.

Benefit 2: Offerings

For this offering, you can choose from page 25: (1) one subhead and (2) the benefit copy block.

IBM BladeCenter HS22 Copy Block:

A stable, proven platform, IBM BladeCenter® HS22 provides the flexibility to support a wide range of virtual workloads and enterprise applications. With best-in-class reliability and innovative management features, it offers higher resiliency to keep key IT systems up and running.

IBM BladeCenter HS22V Copy Block:

A stable, proven platform, IBM BladeCenter® HS22V is designed to support virtualized, multiple workloads on a single blade. With durable, solid-state drives comprising RAID-0 and -1 technology, it has dependable redundancy built in.

IBM ServicePac for Essential Support of IBM System x® and BladeCenter® Copy Block:

Providing around-the-clock support services for mission-critical hardware and software, IBM ServicePac® for Essential Support of IBM System x® and BladeCenter® helps to minimize any outages. With fixed-price service offerings, it enables IT maintenance costs and in-house teams to be managed more effectively and efficiently.

eNurture Touch 2: Copy

This is an example of what a Touch 2 Nurture email looks like. The copy structure of the email acknowledges any past action and builds on any previous communication, while the offer will vary between IMT/GMT/GMR. Please refer to page 35 for a list of available offers.

Subject Line:

White paper: Experts reveal the business benefits of virtualization

Body Copy:

By now, you can appreciate how well IBM® BladeCenter® can help to simplify your IT—as well as reducing your operational costs. In fact, it's also an ideal virtualization platform. By accommodating 50% more virtual machines per blade than previous generation blade servers, IBM BladeCenter can cut your management and hardware costs even further.

Read the IDC white paper to learn more about the business benefits of virtualization—including, increased server utilization rates, enhanced business agility and reduced IT costs.

Call-to-action (check availability in your region):

Download the analyst white paper: “Understanding the Business Value of x86 Virtualization & the Benefits of Virtualization-Optimized Hardware.”

Benefit 3: Maximize system efficiency

For this benefit, you can choose to (1) use either subhead option on its own or (2) use a subhead with the benefit copy block. You can also (3) use the offering from the next page.

Subhead: Option 1

Maximize system efficiency.

Subhead rationale: This short line gets straight to the point and clearly defines the topic.

Subhead: Option 2

Gain in performance, save on energy.

Subhead rationale: This line plays on 'saving/gaining' and covers two key areas that appeal to IT managers.

Maximum System Efficiency Copy Block:

Equipped with the latest Intel® Xeon® processors, this new generation of blade servers can accommodate 50% more virtual machines per blade and are 15% more energy efficient than industry-standard servers.

Benefit 3: Offering

For this offering, you can choose from page 29: (1) one subhead and (2) the benefit copy block.

IBM BladeCenter S Copy Block:

With standard office and energy efficient power plugs, IBM BladeCenter® S integrates servers, SAN storage, networking, I/O and enterprise applications into a single chassis. What's more, the BladeCenter Start Now Advisor, will help you get up and running quickly.

IBM BladeCenter HS22 Copy Block:

Built with the latest Intel® Xeon® processors, IBM BladeCenter® HS22 provides high speed I/O. By supporting high memory capacity and fast memory throughput, it enables applications to be run twice as fast as previous generation blade servers.

IBM BladeCenter HS22V Copy Block:

Optimized for virtualized environments, IBM BladeCenter® HS22V features 18 DIMM slots that can support up to 288GB of DDR3 memory—enabling larger and more virtual machines to be fitted per blade, allowing you to do more with less.

IBM Storwize V7000 Copy Block:

The IBM Storwize® V7000 is an innovative storage system that includes essential technologies, such as virtualization, thin provisioning, FlashCopy and automated tiering. Providing exceptional ease of use and performance—all integrated into a compact, modular design—Storwize V7000 is offered at an affordable price for midsize businesses.

eNurture Touch 3: Copy

This is an example of what a Touch 3 Nurture email looks like. The copy structure of the email acknowledges any past action and builds on any previous communication, while the offer will vary between IMT/GMT/GMR. Please refer to page 36 for a list of available offers.

Subject Line:

Offer: IBM BladeCenter with Better than Zero financing.

Body Copy:

As you know, IBM® BladeCenter® can save businesses space, effort, energy and complexity through its small size. It also offers increased performance and supports virtualization. What you may not have realized is that all these benefits are now more accessible than ever—through IBM Financing Advantage.

If you're a credit qualified company, you can finance your entire IT solution, including IBM BladeCenter, plus other hardware, software and services—all at very competitive rates. The terms have been designed to suit your business. To take advantage of Better than Zero financing, click the link below.

Call-to-action (check availability in your region):

Enjoy maximum system efficiency without any up-front costs.

Chapter 5

Offers

Available Offers – North America Offers

Example of Writing Style:

Read the [insert name of white paper here] to discover how IBM can help you do more with less.

North America Offers

Save 40% off select 10Gb switch modules (North America)

Offer summary: Reduce cost and complexity with flexible, high performance networking solutions from IBM. Hurry, offer expires: 6/30/11; valid while supplies last.

http://www-304.ibm.com/shop/americas/content/home/store_IBMPublicUSA/en_US/networkingpromo.html

Enjoy 0% financing (North America)

Offer summary: Acquiring an IBM solution has never been easier or more affordable for credit-qualified clients. Act now to get a 0% 36-month hardware lease—plus 0% interest on software and services—all for one rate, on one contract, with one monthly payment.

<http://www-03.ibm.com/financing/us/lifecycle/acquire/systemssolutionfinancing.html>

Available Offers – Initial Touch

Example of Writing Style:

Read the [insert name of white paper here] to discover how IBM can help you do more with less.

Initial Touch ('Door Opener') Offers

Watch the American Osteopathic Association case study video to see how healthy its data center is.

Offer summary: When the American Osteopathic Association needed to update its antiquated IT system, it turned to IBM. Watch the video to see how they enjoyed more reliability and robustness with IBM BladeCenter.

<http://www.youtube.com/v/EL9sBxPU4lc>

To learn how to consolidate your system through virtualization, try the IBM Blade Assessment Tool.

Offer summary: See for yourself whether blade or rack servers are right for your business. Try the IBM Blade Assessment Tool and learn how to get the most of your server room.

<http://www-03.ibm.com/systems/migratetoibm/whyibm/campaigns/bat.html>

Read the American Osteopathic Association case study to see how it maintains a healthy data center with IBM BladeCenter and IBM System Storage.

Offer summary: Read the case study to see how the American Osteopathic Association used IBM BladeCenter and IBM System Storage to increase the number of servers and the amount of storage in its data center—without increasing electrical, cooling or floor space requirements.

http://www.ibm.com/common/ssi/fcgi-bin/ssialias?infotype=PM&subtype=AB&appname=STGE_BL_IN_USEN&htmlfid=BLC03049USEN&attachment=BLC03049USEN.PDF

Download the case study to see how IBM has helped one UK County Council invest in a more sustainable future.

Offer summary: To meet new carbon reduction regulations, Flintshire County Council in the UK turned to IBM to help better monitor and control its energy consumption. Read the case study to learn more.

<ftp://ftp.software.ibm.com/common/ssi/pm/ab/n/oic03016gben/OIC03016GBEN.PDF>

Download the case study to learn how AISO.net enjoys big savings with IBM data center virtualization solutions.

Offer summary: To see how IBM helped AISO.net to be better positioned to grow efficiently, reliably and profitably, read the case study.

http://www-01.ibm.com/software/success/cssdb.nsf/CS/BHOR7RDSVB?OpenDocument&Site=bladecenter&cty=en_us

Available Offers—eNurture Touch 1

Generic Call-to-action (that is, when there is no specific offer):

The IBM Concierge can connect you to the right IBM Business Partner. Call [insert local Concierge number here] or visit ibm.com/engines

To see how you can do more with less in the data center, watch the IBM BladeCenter video.

Offer summary: The benefits of virtualization are amplified in an IBM BladeCenter infrastructure. Watch the video to see how you can enjoy an 11:1 consolidation ratio with IBM BladeCenter HS22 servers—with better performance and an ROI in less than 6 months.

http://www-03.ibm.com/systems/data/flash/systemx/resources/web_blade_center/generic_player.html

Watch the IBM Maintenance and Support video and see how to simplify support complexity and reduce costs.

Offer summary: As businesses rely more on IT to offer greater value and gain a competitive edge, any downtime can be costly. Watch the IBM Maintenance and Technical Support Services video to see how you can reduce support complexity and lower costs.

<ftp://public.dhe.ibm.com/common/ssi/ecm/en/mtj03066usen/MTJ03066USEN.SWF>

Download the white paper to see how to build a powerful, resilient and affordable IT infrastructure

Offer summary: For any organization looking for x86 platforms to drive virtualization strategies, IBM System x and BladeCenter (along with VMware) is a leading choice. The System x eX5 architecture boasts many unique features that maximize both performance and availability while reducing costs. Read the paper to learn more.

http://www.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=XSW03065USEN&attachment=XSW03065USEN.PDF&appname=STG_BC_USEN_WH

Available Offers—eNurture Touch 2

Generic Call-to-action (that is, when there is no specific offer):

The IBM Concierge can connect you to the right IBM Business Partner. Call [insert local Concierge number here] or visit ibm.com/engines

Download the IBM BladeCenter S eKit and discover how simple it is to simplify your IT.

Offer summary: IBM BladeCenter S is the right choice for any remote office or independent business that needs a powerful, yet simple IT infrastructure. Download the eKit to learn more about this all-in-one integrated server, storage, networking, I/O and management solution.

http://www-03.ibm.com/marketing/edocument/stg/en_bladecenter_s_bp_kit/document/

Download the x86 eKit and learn how to reduce costs while increasing performance through virtualization.

Offer summary: Learn how to reduce your overall IT footprint and yield lower capital and operating costs with the new IBM BladeCenter HS22 and virtualization-optimized BladeCenter HS22V blade servers.

http://www-03.ibm.com/marketing/edocument/stg/en_bladecenter_s_kit/document/

Available Offers—eNurture Touch 3

Generic Call-to-action (that is, when there is no specific offer):

The IBM Concierge can connect you to the right IBM Business Partner. Call [insert local Concierge number here] or visit ibm.com/engines

To see how green can be good for business, watch the IBM video: “The virtues of virtualization.”

Offer summary: Any server running below capacity is wasting more than just energy. Watch the video to see some cost-saving ideas behind server consolidation and virtualization.

<http://www.youtube.com/watch?v=hHGzJqYNmgY>

Read the J.W. Ross case study to see how IBM Global Financing helped the company to deploy a new BladeCenter solution.

Offer summary: J.W. Ross & Sons (Australia) Pty Limited’s existing IT infrastructure was not flexible or scalable enough to meet its performance demands. So when the company needed a consolidated and virtualized solution to support its growth, it turned to IBM. Read the case study to learn more.

http://www.ibm.com/common/ssi/cgi-bin/ssialias?infotype=PM&subtype=AB&appname=IGFE_GF_HF_USEN&htmlfid=GFC03043USEN&attachment=GFC03043USEN.PDF

Try the Systems Consolidation Evaluation Tool to see how you can achieve more rapid ROI.

Offer summary: With the IBM Systems Consolidation Evaluation Tool, you can quickly see how to reduce operating expenses, increase cash liquidity, create stronger ROI and spot potential payback periods.

<http://www-03.ibm.com/systems/migratetoibm/whyibm/campaigns/sconevaltool1.htm>

Chapter 6

Additional Information

Legal Copy

Please note: **LEGAL** should be adjusted for local markets.

Sample Legal Copy:

This information is provided “as is” without warranty of any kind, express or implied, and is based on current IBM product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this document. Nothing contained in this document is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

IBM, the IBM logo, ibm.com, Let's Build a Smarter Planet, Smarter Planet and the planet icon are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at www.ibm.com/legal/copytrade.shtml

Financing Copy

This additional financing content can be leveraged as you see fit.

Sample Financing Copy:

With the economy starting to rebound and midsize companies central to the forthcoming recovery, it's the perfect time to consider new and innovative IT investments to help your business grow.

IBM Financing Advantage, from IBM Global Financing, offers credit-qualified midsize companies access to affordable leases and loans for a complete IT solution for both IBM and non-IBM hardware, software and services. With affordable low-rate financing at competitive rates and flexible terms, IBM Financing Advantage is geared to the unique needs and challenges of midsize businesses for total solution financing with one contract, one monthly price.

Optional Financing Solutions Copy (which can be leveraged, based on your specific needs):

Sometimes last year's model is just right for your needs. Lower the total cost of your IT investment when you include IBM Certified Pre-owned Equipment in your solution with significant savings off the original price of technology components—from servers and storage to PCs and peripherals.

Contacts

Janet Barrett, IBM

jbarrett@us.ibm.com

Deb Myers, IBM

dlmyers1@us.ibm.com

Simon Hymas, Ogilvy

simon.hymas@ogilvy.com

Emily Mazzaferro, Ogilvy

emily.mazzaferro@ogilvy.com