

Midmarket
Smarter Planet

Creative Guidance

August 2009

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How to use this guide

This document should be used as a guide by IBM and its agencies to create marketing communications that speak directly to the midmarket. Use it in conjunction with the Smarter Planet General Guidelines and the IBM Look Guidelines. As the campaign evolves, so will this guidance. Periodic updates will be sent out as necessary.

[Click here for the Smarter Planet General Guidelines.](#)

[Click here for The IBM Look Guidelines.](#)

What we know going in

While midsize companies face many of the same issues as larger businesses, the scope and scale of their needs is much different. They must do even more with even less. They need to seize every opportunity, exploit them faster, while minimizing risk. And they need to show results almost immediately.

Midsize companies are looking for a proven, experienced and trustworthy partner to help them meet these needs. IBM and its business partners can fill that role, but not without overcoming some perception challenges. Many midsize companies still see IBM primarily as a solutions provider for big companies. That's why IBM created the Express Advantage portfolio of offerings/solutions available through Business Partners and specifically designed with midsize business needs and budgets in mind.

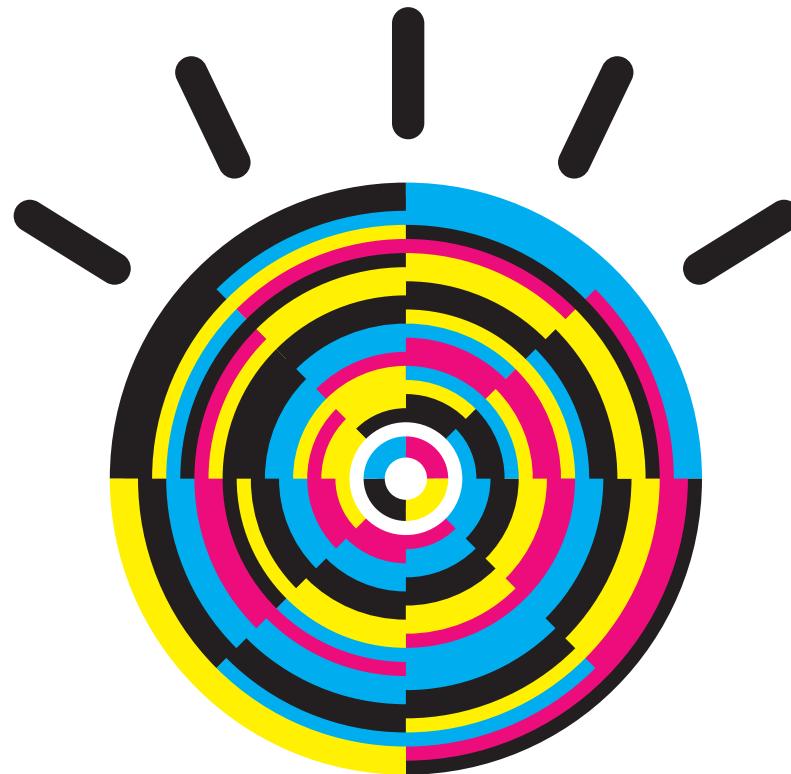
With the introduction of the smarter planet agenda, we have a new opportunity to engage the midmarket. Research results proved this. 97% of this audience said their interest in doing business with IBM had "increased considerably" after exposure to the smarter planet message. While they acknowledge the business relevance, they struggle with how IBM will help them. To address their needs, we have developed the Engines platform to show how the smarter planet agenda is real for midsize companies too.

Engines of a smarter planet celebrates the midsize company and demonstrates the promise and possibility that a smarter planet has created for midsize companies. They are positioned as driving economic growth on a smarter planet—representing nearly 65% of the global GDP and over 90% of the global workforce. In other words, midsize companies are the engines of a smarter planet.

But we know that talking about engines of a smarter planet in our advertising and other marketing communications isn't enough, we need to show it in practice. We do this through our reference advertising, which features stories of the forward-thinkers and creators of ideas who are leveraging the benefits of a smarter planet to outperform their competition and seize new opportunities.

Now that we've demonstrated that smarter planet is real, we provide our audience with information on "how" they can solve problems. This is done through the offering layer of marketing communications, which features IBM Express Advantage solutions. This work outlines a unique approach for how midsize companies can turn business and technology problems into opportunity.

The premise



Midsize businesses are the engines of a smarter planet.

'Engines of Smart' communications strategy

Midmarket Smarter Planet communications are presented in 3 layers:

Premise-setting:

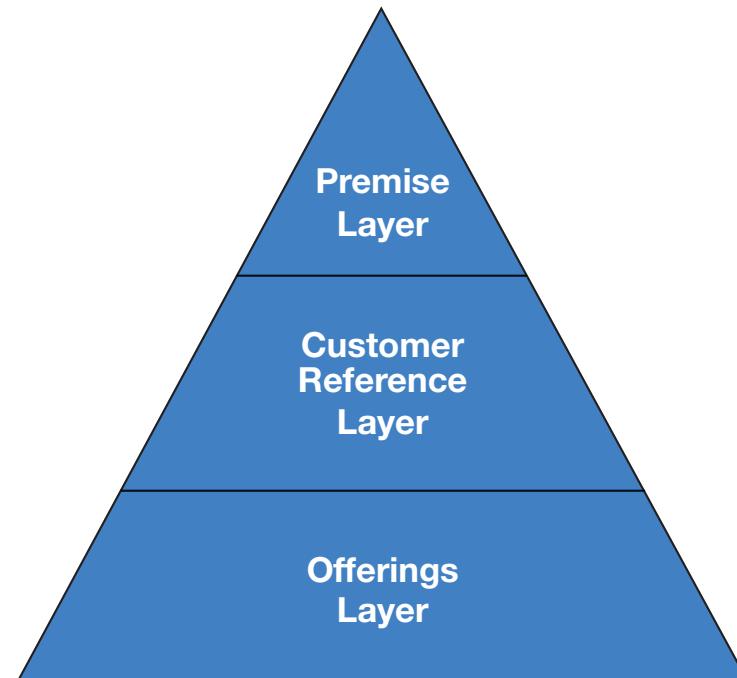
Midsized businesses are the tangible demonstrations of a smart planet in action. They are the innovators putting the capabilities of a smarter planet to previously unimagined possibilities – the thinkers, doers and creators of the new ideas that are driving progress. Our premise setting layer helps contain messaging that helps midsize companies understand why the idea of a smarter planet is relevant for them.

Customer references:

Through research, we've seen that, while companies like the overall idea of Smarter Planet, providing them real tangible examples of smarter planet in action is what has really driven home the message and gotten them to engage in the idea of becoming a smarter business. By showcasing examples of specific customers that have benefitted from the agenda of a smarter planet, we can give them the examples they need to succeed.

Offerings:

Illustrate how IBM and its Business Partners are building a smarter planet through specific offerings and solutions.



Creative examples

- Premise creative
- Customer reference work
- Offerings work

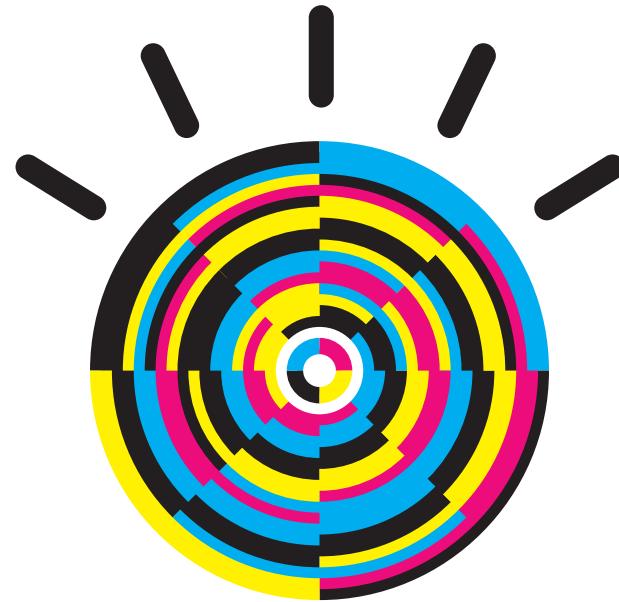
Premise creative: background

Objective:

To set the premise of the campaign and drive awareness around Smarter Planet.

Look-and-Feel:

The 'engines' icon is the main visual in all midmarket premise creative. It is an abstracted interpretation of an engine. It was developed to feel dynamic, positive and display a sense of movement and energy.



Premise creative: end-user summary

Premise creative To-date: End-user			
Creative	Objective	Thumbnail	MAM Reference #
Engines Print	To drive awareness through print media of the new Smarter Planet agenda for midmarket: Engines of Smart.		SM900253-WWEN-00
Engines Radio	To drive awareness through radio of the new Smarter Planet agenda for midmarket: Engines of Smart.		SM900254-WWEN-00
Engines Banner	"To drive awareness through online media of the new Smarter Planet agenda for midmarket: Engines of Smart."		SM900255-WWEN-00
Engines Landing Experience	To drive awareness via landing page of the new Smarter Planet agenda for midmarket: Engines of Smart.		N/A
Engines Internal Poster	To drive awareness internally of the new Smarter Planet agenda for midmarket: Engines of Smart.		SM900265-WWEN-00

Premise creative: end-user summary

Premise creative To-date: End-user			
Creative	Objective	Thumbnail	MAM Reference #
Engines Internal Window Decal	To drive awareness internally of the new Smarter Planet agenda for midmarket: Engines of Smart.		SM900264-WWEN-00
Engines Internal Screen Saver	To drive awareness internally of the new Smarter Planet agenda for midmarket: Engines of Smart.		TBD
Engines DG	To drive awareness via DG of the new Smarter Planet agenda for midmarket: Engines of Smart.		SM900251-WWEN-00

Premise creative: end-user print

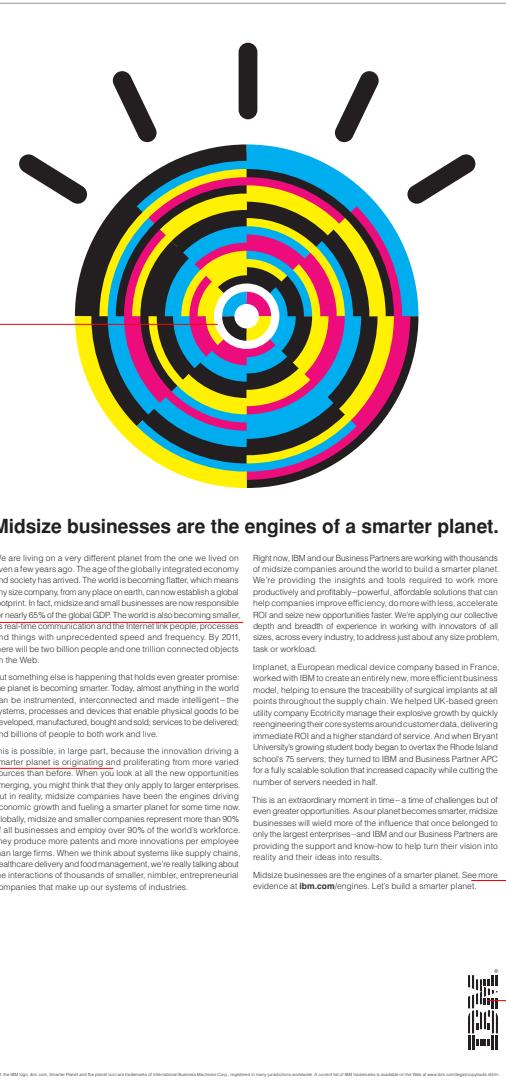
Rationale

The icon is an abstracted interpretation of an engine. It was developed to feel dynamic, positive and display a sense of movement and energy.

[Click here](#) to download the final InDesign file for this ad from MAM. Please follow the existing specs, including the placement of logos, icons, taglines when creating your own version.

MAM Ref Code SM900252-WWEN-00

Premise-setting engines icon with smart rays:
keep centered above copy.



Headline placement: keep cross column width; current "Engines" tagline.

Two-columned copy width: include relevant case studies in latter portion of body copy to pay off upfront Smarter Planet agenda.

Relevant case study: to illustrate how IBM and Business Partners work together to build a smarter planet; use a customer reference in copy wherever possible that is customized for your country.

Midsize businesses are the engines of a smarter planet.

We are living on a very different planet from the one we lived on even a few years ago. The age of the globally integrated economy and society has arrived. The world is becoming flatter, which means any size company, from any place on earth, can now establish a global footprint. In fact, midsize as well as small businesses are now responsible for nearly 65% of the global GDP. The world has also become smaller, as more and more companies have moved their products, processes, and things with unprecedented speed and frequency. By 2011, there will be two billion people and one trillion connected objects on the Web.

But something else is happening that holds even greater promise: the planet is becoming smarter. Today, almost anything in the world can be instrumented, interconnected and made intelligent—the system of systems that connects physical goods to be developed, manufactured, bought and sold; services to be delivered, and billions of people to both work and live.

This is possible, in large part, because the innovation driving a smarter planet is originating and proliferating from more varied sources than before. When you look at all the new opportunities emerging, you might think that they only apply to large enterprises. But in reality, the opportunities have expanded to include driving economic growth and fueling a smarter planet for some time now. Globally, midsize and smaller companies represent more than 90% of all business and employ over 90% of the world's workforce. They produce more patents and more innovations per employee than large firms. When we talk about systems like supply chains, health-care delivery and food management, we're not talking about the interactions of thousands of smaller, nimble, entrepreneurial companies that make up our systems of industries.

Right now, IBM and our Business Partners are working with thousands of midsize companies around the world to build a smarter planet. We're providing the insights and tools required to work more productively and profitably—powerful, affordable solutions that can help companies improve efficiency, do more with less, accelerate growth and seize new opportunities faster. By applying our collective depth and breadth of expertise, in working with innovators of all sizes, across every industry, to address just about any size problem, task or workload.

Implant, a European medical device company based in France, worked with IBM to create an entirely new, more efficient business model, helping to ensure the traceability of surgical implants at all points throughout the supply chain. We helped UK-based green utility company E.ON generate significant gains by applying its core expertise to its core systems around customer data, delivering immediate ROI and a higher standard of service. And when Bryant University's growing student body began to outpace the Rhode Island school's 75 servers, they turned to IBM and Business Partner APC for a fully scalable solution that increased capacity while cutting the number of servers needed in half.

This is an extraordinary moment in time—a time of challenges but of even greater opportunities. As our planet becomes smarter, midsize businesses are positioned to benefit. In fact, they're already doing so. Only the largest enterprises—and IBM and our Business Partners are providing the support and know-how to help turn their vision into reality and their ideas into results.

Midsize businesses are the engines of a smarter planet. See more evidence at [ibm.com/engines](#). Let's build a smarter planet.

Call-to-action & Smarter Planet tagline: keep tagline consistent.



IBM 8-bar logo: keep vertical and outward facing; do not use planet icon.

Legal copy

Premise creative: end-user print body copy

Midsize businesses are the engines of a smarter planet.

We are living on a very different planet from the one we lived on even a few years ago. The age of the globally integrated economy and society has arrived. The world is becoming flatter, which means any size company, from any place on earth, can now establish a global footprint. In fact, midsized and small businesses are now responsible for nearly 65% of the global GDP. The world is also becoming smaller, as real-time communication and the Internet link people, processes and things with unprecedented speed and frequency. By 2011, there will be two billion people and one trillion connected objects on the Web.

But something else is happening that holds even greater promise: the planet is becoming smarter. Today, almost anything in the world can be instrumented, interconnected and made intelligent—the systems, processes and devices that enable physical goods to be developed, manufactured, bought and sold; services to be delivered; and billions of people to both work and live.

This is possible, in large part, because the innovation driving a smarter planet is originating and proliferating from more varied sources than before. When you look at all the new opportunities emerging, you might think that they only apply to larger enterprises. But in reality, midsized companies have been the engines driving economic growth and fueling a smarter planet for some time now. Globally, midsized and smaller companies represent more than 90% of all businesses and employ over 90% of the world's workforce. They produce more patents and more innovations per employee than large firms. When we think about systems like supply chains, healthcare delivery and food management, we're really talking about the interactions of thousands of smaller, nimbler, entrepreneurial companies that make up our systems of industries.

Right now, IBM and our Business Partners are working with thousands of midsized companies around the world to build a smarter planet. We're providing the insights and tools required to work more productively and profitably—powerful, affordable solutions that can help companies improve efficiency, do more with less, accelerate ROI and seize new opportunities faster. We're applying our collective depth and breadth of experience in working with innovators of all sizes, across every industry, to address just about any size problem, task or workload.

Implanet, a European medical device company based in France, worked with IBM to create an entirely new, more efficient business model, helping to ensure the traceability of surgical implants at all points throughout the supply chain. We helped UK-based green utility company Ecotricity manage their explosive growth by quickly reengineering their core systems around customer data, delivering immediate ROI and a higher standard of service. And when Bryant University's growing student body began to overtax the Rhode Island school's 75 servers, they turned to IBM and Business Partner APC for a fully scalable solution that increased capacity while cutting the number of servers needed in half.

This is an extraordinary moment in time—a time of challenges but of even greater opportunities. As our planet becomes smarter, midsized businesses will wield more of the influence that once belonged to only the largest enterprises—and IBM and our Business Partners are providing the support and know-how to help turn their vision into reality and their ideas into results.

Midsized businesses are the engines of a smarter planet. See more evidence at ibm.com/engines. Let's build a smarter planet.

Premise creative: end-user radio

IBM MM Radio
Engines of a Smarter Planet
Premise: "Engines" :60

We hear a series of 9 midsize business employees and executives delivering lines one after the other.

1:	We're fashion retailers.	ALL:	We are midsize businesses.
2:	... wine wholesalers.		Working to build a smarter planet.
3.	...a surgical implant company		We're working with IBM and their Business Partners.
4.	We're the first green electricity company in Europe		To fuel innovation and a new economy.
5.	We're a fruit and tomato canning company in California.		To level the playing field.
6.	We're a small university, cutting our number of servers in half so we can spend more on education.		And to wield the influence that once belonged to only the big guys. (the largest enterprises.)
7.	We're a digital production house.		Midsize businesses are the engines of a smarter planet.
8.	We're a pharmaceutical and specialty packaging manufacturer.		Let's build a smarter planet.
9:	We're a sports content and graphics company, changing the way fans see the game.	ANNCR:	See how IBM and its Business Partners are helping build the engines of a smarter planet at ibm.com/engines

MAM Ref Code SM900255-WWEN-00

Premise creative: end-user web banner



MAM Ref Code SM900255-WWEN-00

Premise creative: end-user landing page

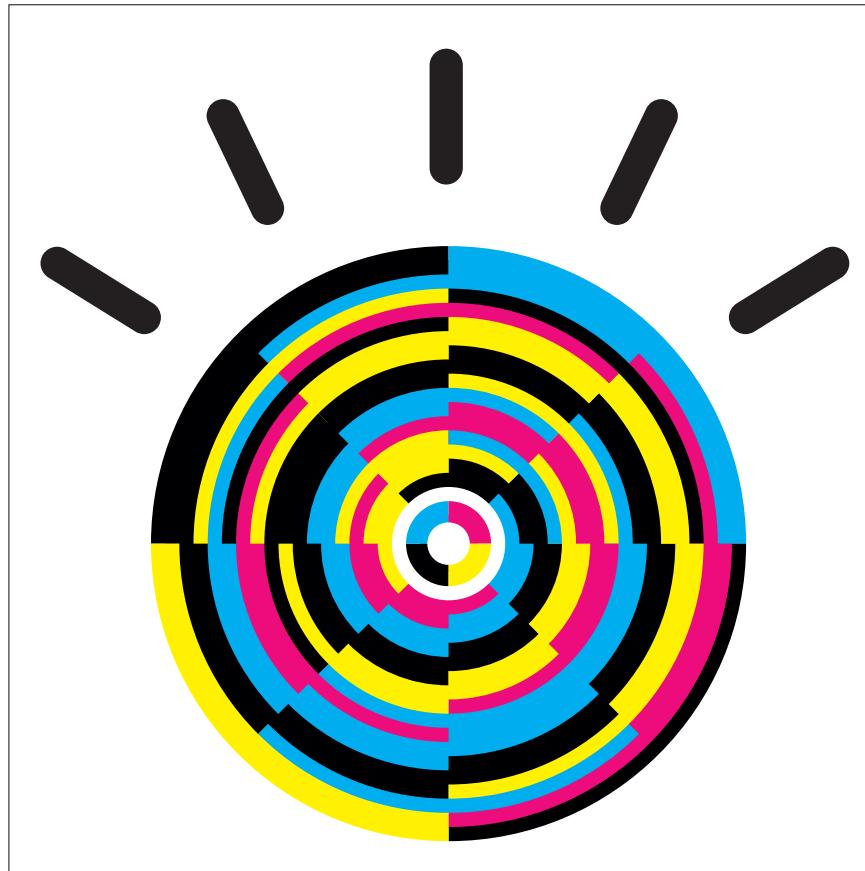
The screenshot shows the IBM website homepage with a focus on the "Smarter Planet" initiative. The top navigation bar includes the IBM logo, a search bar, and links for "United States [change]", "MY FILE BIN: 07", and "VIEW". A large graphic in the center features a stylized sun-like shape composed of concentric circles in blue, yellow, and magenta, with radiating black lines. Below this graphic, the headline reads: "Midsize businesses are the engines of a smarter planet." To the right, there are three main sections: "The Engines" (with a soccer ball icon), "Solutions" (with a computer monitor icon), and "Insights" (with a pie chart icon). At the bottom, there are links for "Contact IBM", "Business Partners", "Chat Live", "Financing Options", and "Are You A Large Enterprise?". The footer contains links for "About IBM", "Privacy", "Contact", "Terms of use", "Accessibility", and "IBM Feeds".

Premise creative: end-user internal poster



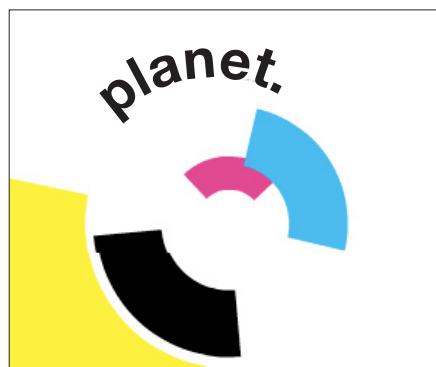
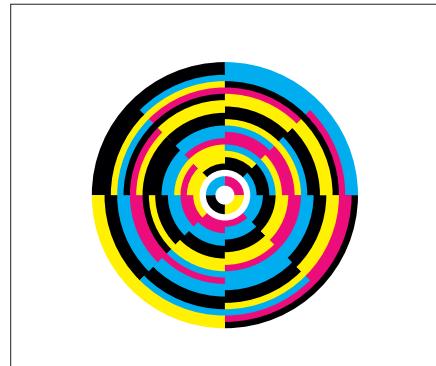
MAM Ref Code SM900265-WWEN-00

Premise creative: end-user internal window decal



MAM Ref Code SM900264-WWEN-00

Premise creative: end-user internal screen saver



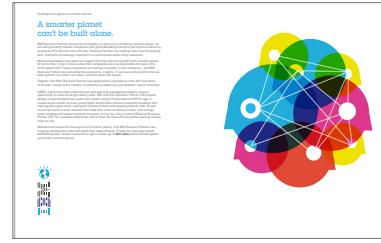
MAM Ref Code SM900278-WWEN-00

Premise creative: end-user demand generation



MAM Ref Code SM900251-WWEN-00

Premise creative: Market to Business Partners summary

Premise creative To-date: Market to Business Partners			
Creative	Objective	Thumbnail	MAM Reference #
Market to Business Partner Print	To drive Business Partner awareness of the new Smarter Planet agenda for midmarket: Engines of Smart, and to show how they will directly benefit from the new initiative.		TBD

Premise creative: Market to Business Partners print

Rationale

The illustrated heads represent midsize businesses building a smarter planet. The largest head at the center is an IBM Business Partner, who collaborates with them to provide insights and solutions. Please note that this artwork is not final.

[Click here](#) to download the final InDesign file for this ad from MAM. Please follow the existing specs, including the placement of logos, icons, taglines when creating your own version.

MAM Ref Code TBD

Relevant Business Partner headline

Eyebrow copy

One column width copy on left side of spread.

Relevant case study: to illustrate how IBM and Business Partners work together to build a smarter planet; use a customer reference in copy wherever possible. (Can be customized per country.)

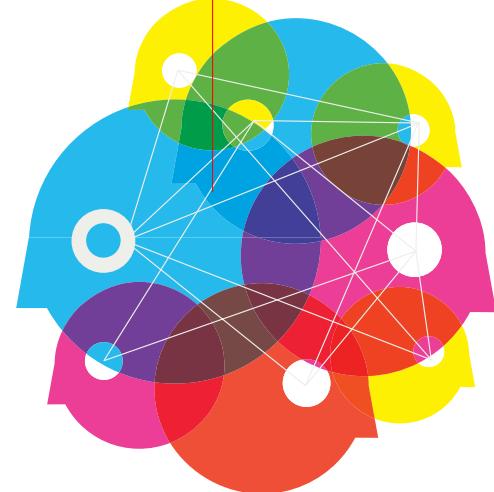
Relevant Business Partner icon: focused around the network of interconnected partners worldwide; centered and main visual on right side of spread.

IBM 8-bar and planet icon lock-up:
can be used in solid or tri-colored
(see page 55 for guidance).

Call-to-action and Smarter Planet tagline:
ad will drive to PartnerWorld's smarter planet site.

Legal copy

Midsize companies are defined as firms with 500 employees or less. IBM, the IBM logo, ibm.com, Smarter Planet and the planet icon are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. A current list of IBM trademarks is available on the Web at [www.ibm.com/legal/copytrade.shtml](#).



Premise creative: Market to Business Partners print body copy

IBM Business Partners around the world play a critical role in building a smarter planet. By providing leading midsize companies with groundbreaking solutions that improve efficiency, accelerate ROI and do more with less, Business Partners are helping them level the playing field. And that's increasingly important in a world where ideas trump resources.

Midsize businesses have been the engines driving economic growth and a smarter planet for some time. In fact, midsize and small companies are now responsible for nearly 65% of the global GDP. These companies are leading innovation in their industries – and IBM Business Partners are providing the experience, insights, IT services and solutions that are helping them turn vision into reality, and their ideas into results.

Together with IBM, Business Partners are applying this expertise to work with innovators of all sizes, across every industry, to address just about any size problem, task or workload.

GSMS, a pharmaceutical manufacturer and specialty packaging company, saw an opportunity to make the drug industry safer. IBM and their Business Partner DSS helped design a sophisticated track-and-trace system using 2-D barcodes and RFID tags. A unique serial number on every prescription bottle helps prevent counterfeit products from entering the supply chain, potentially saving the industry billions and keeping patients safer. Bryant University found a server solution that made their entire university smarter. With energy costs climbing and student demand for power on the rise, they turned to IBM and Business Partner APC for a scalable modular datacenter that lets them do more with less while reducing their energy consumption by up to 15%.

Midsize businesses are the engines of a smarter planet. And IBM Business Partners are uniquely positioned to help them push their ideas forward. To take the next step toward profitable growth, access resources or get involved, go to ibm.com/partnerworld/engines. Let's build a smarter planet.

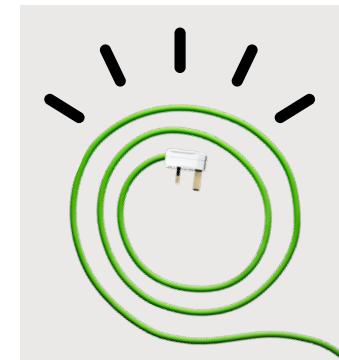
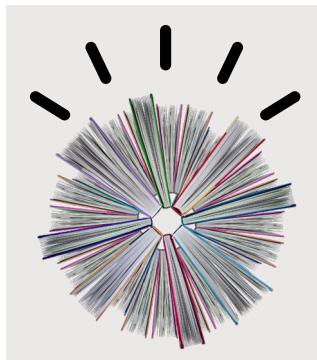
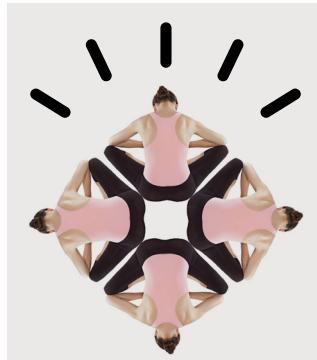
Customer reference work

Background

Objective: To showcase actual midsize companies that are working with IBM to help build a smarter planet.

Look-and-Feel: Each approved company has its own visual that visually represents its industry and/or purpose in an abstract way. Each visual is meant to represent an engine of smart and is highlighted by the smarter planet rays. These images should be constructed to abstractly represent a circle with 5 thought rays above. The 5 rays should always be in black, positioned directly above the visual.

Photography Guidance: The imagery in the midmarket campaign is designed to celebrate the midsize businesses that IBM has helped to make successful—in a way that is graphic and contemporary. Each visual takes something that is at the core of the customer's business (an object, a expertise, a product...) and magnifies it into a piece of art—drawing you in, enticing you to read the copy. The photographic style is designed to be highly graphic and sophisticated—sharing a connection to the overall graphic style of the smart planet campaign, while extending its visual vocabulary.



[MM Messaging Guidance Customer Reference Guidelines](#)

Customer reference work: criteria

Criteria for identifying customer references

Ensure the story meets the definition of ‘smart’: Instrumented, Interconnected, Intelligent: If a reference does not meet the criteria of all three “I’s”, please work with your local customer reference lead for help further define the story to ensure that it does meet this criteria.

1. 3 “I’s” criteria

Instrumented - Data capture or integration, possibly through the use of sensors, kiosks, meters, PDAs, appliances, cameras (still and video), smart phones, implanted medical devices or the web. Anything that captures reliable digital information and feeds into a system is eligible here.

Interconnected - Integrates data laterally across an end-to-end process, system, organization, industry or value chain. Must demonstrate our industry expertise. Also, may integrate data that exists in an unstructured way or “en-masse” and not associated with a system in particular. Examples: web 2.0 type interconnectivity across people / communities, Google searches, etc. May be supported by an open architecture.

Intelligent - Yields new insights across the system enabling actions supporting continual improvement. Outcomes must improve the end-user experience or eco-system. This capability must be designed into the solution at the announcement. Best examples are systems where insights are “real-time”, forward-looking or predictive and the solution or system will adjust or improve in an autonomic fashion. This is often the most difficult area to prove so please make sure the intelligence of the story is properly identified.

2. Look for stories that are practical and make Smarter Planet tangible for midsize companies:

Are they a visionary in their industry?

Are they a company founded on a great idea?

Have they found and exploited a great opportunity in their market?

Do they demonstrate forward thinking?

Customer reference work: criteria

3. Consider the profile of the customer (avoid customers that could be perceived as large):

Look for companies that are less well known and when telling their story, indicate their size (e.g. a midsize retailer, a start-up healthcare company, bank with 200 employees, etc.)

4. ROI / End Business Results:

Ensure that each reference includes quantifiable business results coming out of the partnership that are approved to be used in advertising and DG.

5. Check for Business Partners.

Business Partners are an important part of the Express Advantage promise. Therefore, you should strongly focus on stories in which a Business Partner played an important role in the partnership.

6. Consider the location of the customer

Strive for a mix of local and regional/global stories

7. Obtain customer use permission

PLEASE NOTE - Not all IBM solutions will qualify as "Smarter Planet." For example:

- Traditional IT offerings that only yield cost savings, consolidation, standardization, productivity, or efficiency. Examples include automating manual processes, virtualization, or server consolidation.
- Situations where IBM or its Business Partners were not involved in the design, implementation, or management of the solution. For example, IBM provides only hardware or software point products not part of a solution. An exception would be where the client led the solution design, implementation and management and IBM provided key components.
- On a case by case basis, the presence of competitive content can disqualify a nominated reference. Decision factors include: degree of competitive relationship and nature of the content.

Customer reference work: approval process

Process for submitting customer references

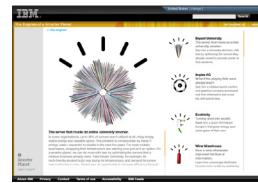
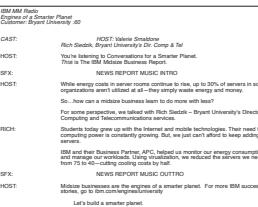
A detailed process on how to identify, submit, gain approval on, and execute customer references for the MM Smarter Planet campaign has been developed by WW. The MM Customer Reference Nomination & Execution Process for Advertising & DG document along with three other supporting documents that you'll need to submit to gain approval on local references are attached below for your review.

[MM Customer Reference Nomination & Execution Process for Advertising & DG](#)
[MM Customer Reference Brief Template for Advertising & DG](#)
[SP Customer Reference Nomination Form](#)
[SP Customer Reference Pitch Deck](#)

Customer reference work: summary

Customer Reference Work			
Creative	Objective	Thumbnail	MAM Reference #
Customer Reference Print: Implanet	Illustrate how Implanet has acted as an engine of a Smarter Planet by streamlining supply chain processes and providing customers with easy access to real-time inventory data.		TBD
Customer Reference Print: Wine Warehouse	Illustrate how Wine Warehouse has acted as an engine of a smarter planet by improving order accuracy and customer and supplier satisfaction by integrating multiple data systems into one simple platform.		TBD
Customer Reference Print: Impire AG	Illustrate how Impire AG has acted as an engine of a Smarter Planet by doubling productivity levels and developing new information services.		TBD
Customer Reference Print: Bryant University	Illustrate how Bryant University has acted as an engine of a Smarter Planet by delivering significant cost savings through a compact, highly scalable infrastructure.		TBD

Customer reference work: summary (cont'd)

Customer Reference Work			
Creative	Objective	Thumbnail	MAM Reference #
Customer Reference Print: GSMS	Illustrate how GSMS has acted as an engine of a smarter planet by installing a sophisticated track-and-trace system to stop counterfeit pharmaceuticals from entering their supply chains, giving patients total confidence in the medication they're taking.		TBD
Customer Reference Print: Ecotricity	Illustrate how Ecotricity has acted as an engine of a Smarter Planet by transforming customer service to leapfrog large utility competitors.		TBD
Customer Reference Landing Experience	Highlight the different customer reference stories to display the various engines of smart around the world.		TBD
Customer Reference Radio	Highlight the smart work of 1 midsized company.		TBD

Customer reference print: Implant

Rationale

The human body is used to emphasize the joints (shoulders, hips, knees), where Implant's technology is found, and the benefits of flexibility that could be attributed to treatment using Implant's products.

[Click here](#) to download the final InDesign file for this ad from MAM. Please follow the existing specs, including the placement of logos, icons, taglines when creating your own version.

Implant: [MAM Ref Code TBD](#)



Customer-specific image
(see page 44 for guidance)

Relevant headline to customer

Body copy: Insightful, conversational copy around how and why this customer is a true "engine of smart."

"Engines" tagline

IBM and planet icon lock-up: can be used solid or tri-colored (see page 55 for guidance).

Customer reference print: Implanet body copy

The hip bone's connected to the supply chain.

Our current healthcare system is plagued with inefficiency. Take your typical hospital, for example. The amount of time employees spend manually locating, identifying and reordering medical supplies results in a significant amount of lost revenue. On a smarter planet, we can instrument supply chains to provide higher levels of efficiency. Implanet, a midsize medical device company, saw an opportunity to create a new business model to do just that. With the help of IBM and our Business Partners, Implanet invented the traceable surgical implant process. Tagged with intelligent RFID chips, medical implants can be followed through the chain – from manufacturer to distribution to hospital to patient. This highly automated system gives Implanet and their clients full visibility of product information and inventory online. Surgeons can access data on implants they've inserted, and hospitals can set up automatic stock adjustments—reducing administration time by 90%. The new efficiency gained means hospitals can spend more time on what matters most—their patients. To see more evidence of smarter midsize businesses, go to ibm.com/engines. Lets build a smarter planet.

Midsize businesses are the engines of a smarter planet.

Customer reference print: Wine Warehouse

Rationale

A splash of wine, the essence of wine itself, is used to illustrate the nimbleness that Wine Warehouse achieved in business due to the fluidity and accessibility of information.

Wine Warehouse: MAM Ref Code TBD



How a wine wholesaler improved the flow of information.

The ability to access the right information is crucial for any business. But many businesses are not set up to exchange data between departments—leaving them vulnerable to misuses and missed opportunities. On a smaller scale, this can lead to inefficiencies and errors. On a larger scale, it can threaten survival. Wine Warehouse, a midsize business specializing in wholesale distribution, was growing too fast for their infrastructure—causing inconsistencies between invoice amounts, goods shipped and inventory. So when they saw an opportunity to partner with IBM, they seized it. By working together, IBM and Wine Warehouse created a smarter solution. Wine Warehouse created a unique IBM Express Food and Beverage solution to fit their needs. The new solution integrated multiple data systems into one simple platform—allowing them to improve order accuracy, expand business opportunities, and improve both customer and supplier satisfaction. We'll toast to that. To see more developments in business and technology, go to [ibm.com/smarterplanet](#). Let's build a smarter planet.



Customer reference print: Wine Warehouse body copy

How a wine wholesaler improved the flow of information.

The ability to access the right information is crucial for any business. But many businesses are not set up to exchange data between departments—leaving them vulnerable to miscues and missed opportunities. On a smarter planet, we can optimize information platforms so businesses can make better decisions. Wine Warehouse, a midsize business specializing in wholesale distribution, was growing too fast for their infrastructure—causing inconsistencies between invoice amounts, goods shipped and inventory. So when they saw an opportunity to become more nimble, they jumped on it. Working with IBM and Bramasol, Inc., an IBM Business Partner, Wine Warehouse created a unique IBM Express Food and Beverage solution to fit their needs. The new solution integrated multiple data systems into one simple platform—allowing them to improve order accuracy, expand business opportunities, and improve both customer and supplier satisfaction. We'll toast to that. To see more evidence of smarter midsize businesses, go to ibm.com/engines. Let's build a smarter planet.

Midsize businesses are the engines of a smarter planet.

Customer reference print: Impire AG

Rationale

An elegant pattern is created using balls from the main sports Impire AG specializes in. Beyond a single ball, the pattern speaks to Impire AG's growth into new sports like basketball and American football.

Impire AG: MAM Ref Code TBD



What if the playing field were always level?

On a smarter planet, we are witnessing the explosion of information—a trillion connected and intelligent devices are generating 15 petabytes of new data every day. Instant access to the information we want is now an expected part of our daily lives. And that's just the beginning of what's possible with a smarter planet.

Impire AG, a midsize business that provides statistics for broadcast during sporting events, saw an opportunity to improve the way fans experience the game. Their goal was to create 3-D visualizations of advanced stats during soccer matches in real time. To achieve this, they needed a simple, flexible and more powerful infrastructure. With the help of IBM and our Business Partners, Impire AG created a new platform that could easily and efficiently tap hundreds of sources of game data to create dynamic graphics on the fly. Their new platform helped Impire AG grow 20 percent a year as they expanded into multiple sports—a big win against the competition. To see more evidence of smarter midsize businesses, go to ibm.com/smarter/sports. Let's build a smarter planet. Midsize businesses are the engines of a smarter planet.

Customer reference print: Impire AG body copy

What if the playing field were always level?

On a smarter planet, we are witnessing the explosion of information—a trillion connected and intelligent devices are generating 15 petabytes of new data every day. Instant access to the information we want is now an expected part of our lives. This extends into the world of sports, where diehard fans are always looking for the latest scores and news.

Impire AG, a midsize business that provides statistics for broadcast during sporting events, saw an opportunity to improve the way fans experience the game. Their goal was to create 3-D visualizations of advanced stats during soccer matches in real time. To achieve this, they needed a simple, flexible and more powerful infrastructure. With the help of IBM and our Business Partners, Impire AG created a new platform that could easily and efficiently tap hundreds of sources of game data to create dynamic graphics on the fly. Their new platform helped Impire AG increase revenue yearly as they expanded into new markets and multiple sports—a big win against the competition. To see more evidence of smarter midsize businesses, go to ibm.com/engines/sports. Let's build a smarter planet.

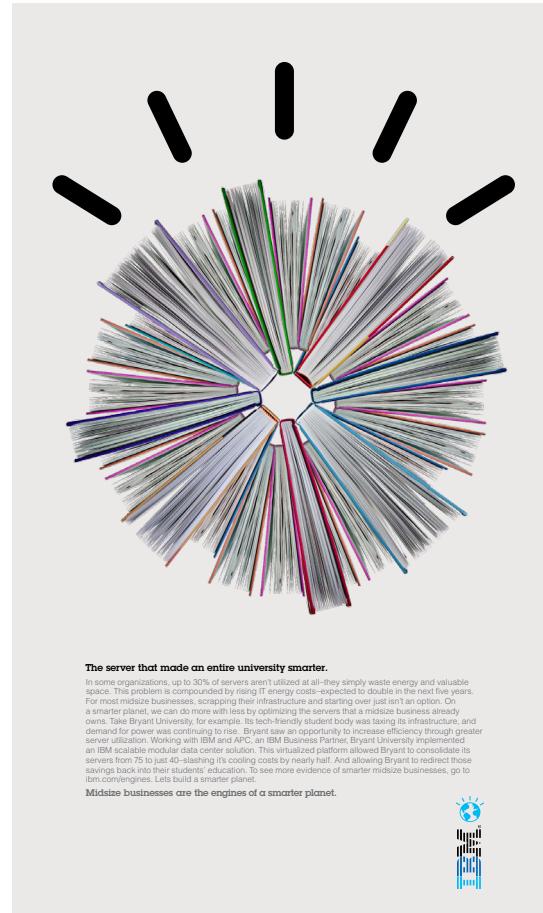
Midsize businesses are the engines of a smarter planet.

Customer reference print: Bryant University

Rationale

A tightly packed circle of books alludes to the concept of learning and knowledge, along with the idea of consolidation.

Bryant University: [MAM Ref Code TBD](#)



The server that made an entire university smarter.

In some organizations, up to 30% of servers aren't utilized at all—they simply waste energy and valuable space. This problem is compounded by rising IT energy costs—expected to double in the next five years. For Bryant University, consolidating its server space was a priority—and a challenge. On a smarter planet, we can do more with less by optimizing the servers that a midsize business already owns. Take Bryant University, for example. Its tech-friendly student body was taxing its infrastructure, and demand for power was continuing to rise. Bryant saw an opportunity to increase efficiency through greater server consolidation. By consolidating its server space, Bryant reduced its server count from 75 to just 40—and used an IBM scalable modular data center solution. This virtualized platform allowed Bryant to consolidate its servers from 75 to just 40—slashing its cooling costs by nearly half. And allowing Bryant to redirect those saved resources to other areas of the university. To see more evidence of smarter midsize businesses, go to [ibm.com/engines](#). Let's build a smarter planet.

Midsize businesses are the engines of a smarter planet.



Customer reference print: Bryant University body copy

The server that made an entire university smarter.

In some organizations, up to 30% of servers aren't utilized at all—they simply waste energy and valuable space. This problem is compounded by rising IT energy costs—expected to double in the next five years. For most midsize businesses, scrapping their infrastructure and starting over just isn't an option. On a smarter planet, we can do more with less by optimizing the servers that a midsize business already owns. Take Bryant University, for example. Its tech-friendly student body was taxing its infrastructure, and demand for power was continuing to rise. Bryant saw an opportunity to increase efficiency through greater server utilization. Working with IBM and APC, an IBM Business Partner, Bryant University implemented an IBM scalable modular data center solution. This virtualized platform allowed Bryant to consolidate its servers from 75 to just 40—slashing its cooling costs by nearly half. And allowing Bryant to redirect those savings back into their students' education. To see more evidence of smarter midsize businesses, go to ibm.com/engines. Lets build a smarter planet.

Midsize businesses are the engines of a smarter planet.

Customer reference print: GSMS

Rationale

An exploded view of a gel tab capsule represents the fact that GSMS is looking into the heart of the pharmaceutical industry and transforming it into something new and better.

GSMS: MAM Ref Code TBD



Customer reference print: GSMS body copy

Could a smarter prescription bottle cure the drug industry?

Counterfeit drugs account for more than 10% of the medicine market worldwide, with revenues expected to reach a staggering \$75 billion by 2010. This is a big problem for drug companies—and an even bigger problem for patients, whose lives may depend on these medications. On a smarter planet, we can track pharmaceuticals more efficiently to reduce the risk of counterfeiting, fraud and error. Recent legislation in California sought to do just that, requiring all drugs to be serialized and traced throughout the supply chain by 2011. Rather than wait for the deadline, GSMS, a midsize pharmaceutical and specialty packaging company, saw an opportunity to gain an advantage over its competition. In partnership with IBM, GSMS designed a sophisticated track-and-trace system using 2-D barcodes and RFID tags. Now if a counterfeit product enters the supply chain, GSMS is immediately notified and the product is pulled—and patients can have absolute confidence in the medications they're taking. See how IBM and our Business Partners can help your midsize business at ibm.com/engines. Lets build a smarter planet.

Midsize businesses are the engines of a smarter planet.

Customer reference print: Ecotricity

Rationale

The plug on a green spiral cord communicates new energy in a dynamic, minimal telegraphic way.

Ecotricity: MAM Ref Code TBD



Customer reference print: Ecotricity body copy

Turning wind into wealth.

While global demand for energy is growing expeditiously, the fossil fuels used to power our planet are becoming more difficult to obtain—and more costly to our environment. On a smarter planet, we have the tools to create alternative energy sources that are good for the environment and for business. With consumers increasingly interested in green products and services, the moment was right for midsize business Ecotricity, Europe's first green electricity company. Ecotricity's mission was twofold: turn windmills into electricity—and turn electricity into windmills. When word spread that Ecotricity invests £1 towards green research for every £1 its customers spend on electricity, they became overwhelmed with new customer calls. Their billing accuracy fell and customer service declined. With the help of IBM and our Business Partners, Ecotricity streamlined their processes and upgraded their platforms to more efficiently manage their customers' needs. Today, Ecotricity is adding over 1000 new customers a month—helping others go green while making some green of their own. To see more evidence of smarter midsize businesses, go to ibm.com/engines. Lets build a smarter planet.

Midsize businesses are the engines of a smarter planet.



Customer reference work: landing experience

The Midmarket Smarter Planet main landing page drives to the Customer Reference Landing Page.

The diagram illustrates the user flow from the Main Landing Page to the Customer Reference Landing Page. A large arrow points from the Main Landing Page on the left to the Customer Reference Landing Page on the right.

Main Landing Page:

- Header: United States [change] Search MY FILE BIN: 07 | VIEW
- IBM logo and "The Engines of a Smarter Planet" banner.
- Central graphic: A stylized sun-like icon composed of concentric circles in yellow, orange, red, and blue.
- Text: "Midsize businesses are the engines of a smarter planet." Below it: "Midsize and small businesses are responsible for nearly 60% of the global GDP—representing more than 90% of all businesses, employing over 90% of the world's workers. And IBM and our Business Partners are helping fuel the engines of a smarter planet—click here."
- Call-to-action buttons: "Smarter Planet Learn more" and "Contact IBM".
- Side panel: "The Engines", "Solutions", and "Insights" sections.
- Footer: About IBM, Privacy, Contact, Terms of use, Accessibility, IBM Feeds.

Customer Reference Landing Page:

- Header: United States [change] Search MY FILE BIN: 07 | VIEW
- Large central graphic: A complex, multi-colored radial network or sunburst diagram.
- Text: "The server that made an entire university smarter." Below it: "In some organizations, up to 30% of servers aren't utilized at all—they simply waste energy and valuable space. This problem is compounded by rising IT energy costs—expected to double in the next five years. For most midsize businesses, scrapping their infrastructure and starting over just isn't an option. On a smarter planet, we can do more with less by optimizing the servers that a midsize business already owns. Take Bryant University, for example. Its tech-friendly student body was taxing its infrastructure, and demand for power was continuing to rise. Bryant saw an opportunity to increase efficiency through
- Case studies:
 - Bryant University**: "The server that made an entire university smarter." Description: "Read what CEOs of 136 midsize companies said in the 2008 IBM Global CEO Study." Call-to-action: "Are You A Large Enterprise?"
 - Impire AG**: "What if the playing field were always level?" Description: "See how a midsize sports content and graphics company processed real time information and score big with sports fans."
 - Ecotricity**: "Turning wind into wealth." Description: "Read how a quick ROI helped Europe's first green energy save some green of their own."
 - Wine Warehouse**: "How a wine wholesaler improved the flow of information." Description: "Learn how a beverage distributor became more nimble by optimizing their distribution process."
- Footer: About IBM, Privacy, Contact, Terms of use, Accessibility, IBM Feeds.

Customer reference work: radio

*IBM MM Radio
Engines of a Smarter Planet
Customer: Bryant University :60*

CAST: **HOST:** Valerie Smaldone
 Rich Siedzik, Bryant University's Dir. Comp & Tel

HOST: You're listening to Conversations for a Smarter Planet.
This is The IBM Midsize Business Report.

SFX: NEWS REPORT MUSIC INTRO

HOST: While energy costs in server rooms continue to rise, up to 30% of servers in some organizations aren't utilized at all—they simply waste energy and money.

So...how can a midsize business learn to do more with less?

For some perspective, we talked with Rich Siedzik – Bryant University's Director of Computing and Telecommunications services.

RICH: Students today grew up with the Internet and mobile technologies. Their need for computing power is constantly growing. But, we just can't afford to keep adding servers.

IBM and their Business Partner, APC, helped us monitor our energy consumption and manage our workloads. Using virtualization, we reduced the servers we needed from 75 to 40—cutting cooling costs by half.

SFX: NEWS REPORT MUSIC OUTTRO

HOST: Midsize businesses are the engines of a smarter planet. For more IBM success stories, go to ibm.com/engines/university

Let's build a smarter planet.

MAM Ref Code TBD

Offerings work

Background

Objective:

To demonstrate how IBM and its Business Partners are building a smarter planet through specific offerings and solutions.

Work:

5 offerings we're currently working with:

- CDPS - Comprehensive Data Protection Solution
- Cognos Express
- BladeCenter HS22 Express + BCS
- Express Multi-Function Security Bundle
- SAP All-in-One

First ad (HS22) to be ready late August

Please note that demand generation work will be developed throughout the remainder of 2009 that will incorporate this look-and-feel.

Creative guidance

- Language guidance
- Visual guidance
- Photo guidance
- Icon usage

Language guidance

Use of midmarket and midsize

Use midmarket (one word, no hyphen) to describe the opportunity.

Use midsize (one word, no hyphen) to describe the companies themselves.

Please use Midmarket carefully/sparingly in external or customer-facing communications. It may be appropriate when speaking to a business partner in a closed communication such as e-mail, but most midsize companies don't like to be referred to as an opportunity.

midmarket
midsize

Language guidance

“Midsize businesses are the engines of a smarter planet”.

The tagline, “Midsize business are the engines of a smarter planet” should be used in midmarket communications.

This line may be used to conclude a message or to introduce a call-to-action.

It works with materials that contain:

- Engines Icon
- Engines Infographic
- Customer references
- A specific solution or offering

Please note that the official tagline for the “smarter planet” campaign remains: **Let’s build a smarter planet.**

This line may be used in parallel with the tagline line above.

Example: Midsize businesses are the engines of a smarter planet. Learn more at ibm.com/engines.

Let’s build a smarter planet

Could a smarter prescription bottle cure the drug industry?

Counterfeit drugs account for more than 10% of the medicine market worldwide, with revenues expected to reach a staggering \$75 billion by 2010. This is a big problem for drug companies—and an even bigger problem for patients, whose lives may depend on these medications. On a smarter planet, we can track pharmaceuticals more efficiently to reduce the risk of counterfeiting, fraud and error. Recent legislation in California sought to do just that, requiring all drugs to be serialized and traced throughout the supply chain by 2011. Rather than wait for the deadline, GSMS, a midsize pharmaceutical and specialty packaging company, saw an opportunity to gain an advantage over its competition. In partnership with IBM, GSMS designed a sophisticated track-and-trace system using 2-D barcodes and RFID tags. Now if a counterfeit product enters the supply chain, GSMS is immediately notified and the product is pulled—and patients can have absolute confidence in the medications they’re taking. See how IBM and our Business Partners can help your midsize business at ibm.com/engines. Lets build a smarter planet.

Midsize businesses are the engines of a smarter planet.

Visual guidance

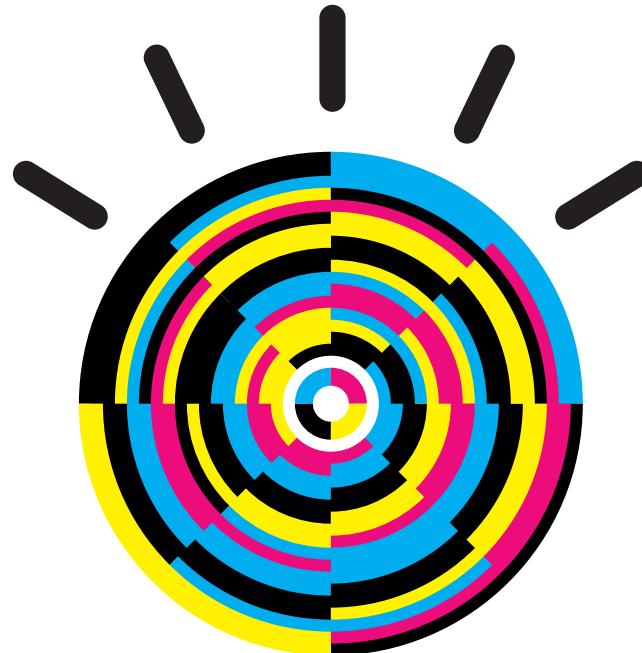
Engines icon

The Engines Icon was designed to represent the idea that midsize businesses are the engines of a smarter planet. Collectively, they are responsible for nearly 65% of the global economy. Individually, they are dynamic, bold leaders fueling innovation.

This icon should be used when establishing the ‘premise’ – explaining why midsize businesses are the engines of a smarter planet.

The icon is an abstracted interpretation of an engine. It was developed to feel dynamic, positive and display a sense of movement and energy.

Always use on a white background, not a color. Never use over a photograph.



Visual guidance

Engines infographics

The Engines Infographic was designed specifically to capture the four main ‘pillars’ of the IBM Midmarket platform.

This icon should only be used when establishing the four ways that IBM can help – explaining how midsize businesses are the engines of a smarter planet.

The tear-shaped elements of the infographic may be separated or used individually. However, do not alter the color palette. Again, always use on a white background.

1. Represents Access to Insights: Leverage the experience, knowledge and leadership of a company that has helped many of the world’s innovators realize their vision, grow and thrive over the past century.
2. Represents the solutions IBM offers: The IBM Express Advantage portfolio of hardware, software and services are specifically designed and priced for midsize businesses.
3. Represents the Business Partner network: Work with an extensive network of IBM Business Partners in your community who know your business and industry, and can provide expertise and customized solutions built on IBM technology.
4. Represents our call to action to get started: Call the IBM Express Advantage Concierge at 877-IBM-ACCESS or go to ibm.com/engines and find the IBM Business Partner that’s right for you.

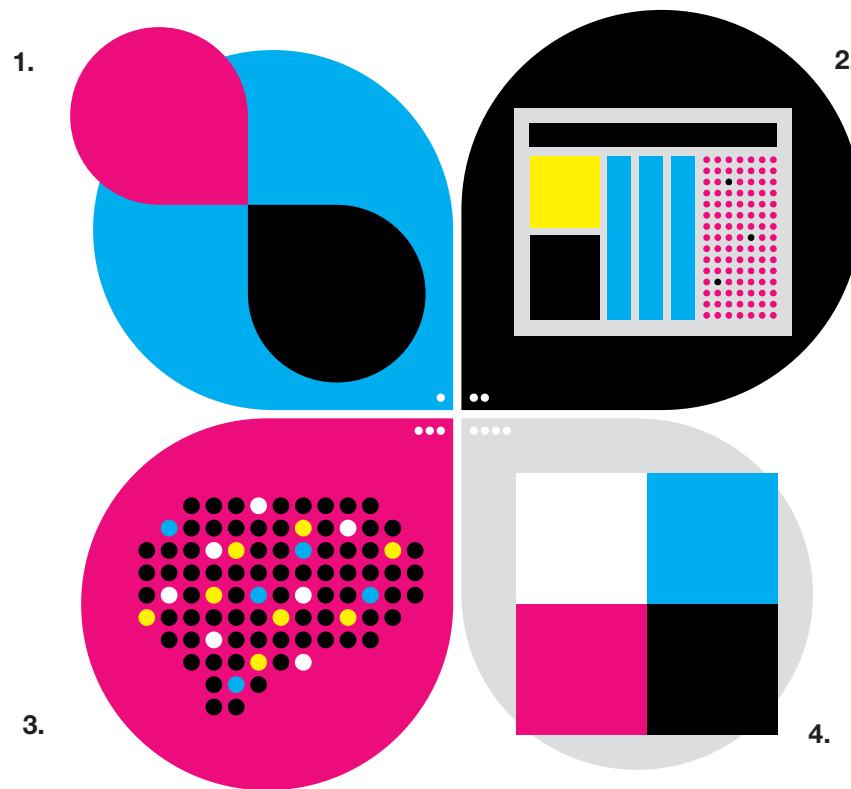


Photo guidance

For customer reference work

The imagery in the midmarket campaign is designed to graphically celebrate the midsize businesses that IBM has helped to make successful.

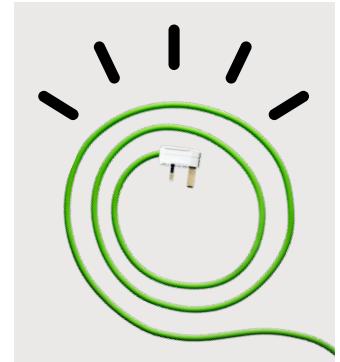
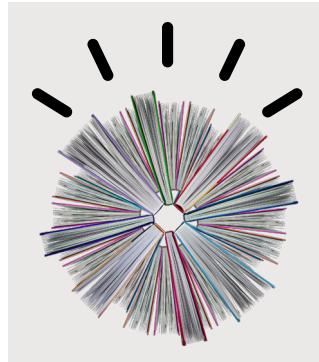
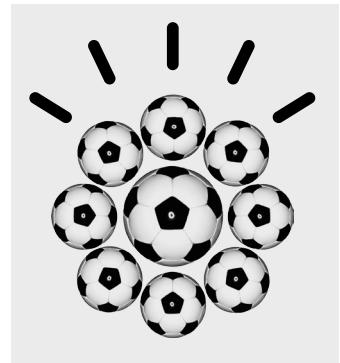
Each visual takes something that is at the core of the customer's business (an object, a expertise, a product...) and magnifies it into a piece of contemporary art—drawing you in, enticing you to read the copy.

These images should be constructed to abstractly represent a circle with 5 thought rays above. The 5 rays should always be in black, positioned directly above the visual.

The photographic style is designed to be highly graphic and sophisticated—sharing a connection to the overall graphic style of the smart planet campaign, while extending its visual vocabulary.

When using visuals in smaller spaces (e.g. landing pages), please use an alternate, less-detailed version of the original image.

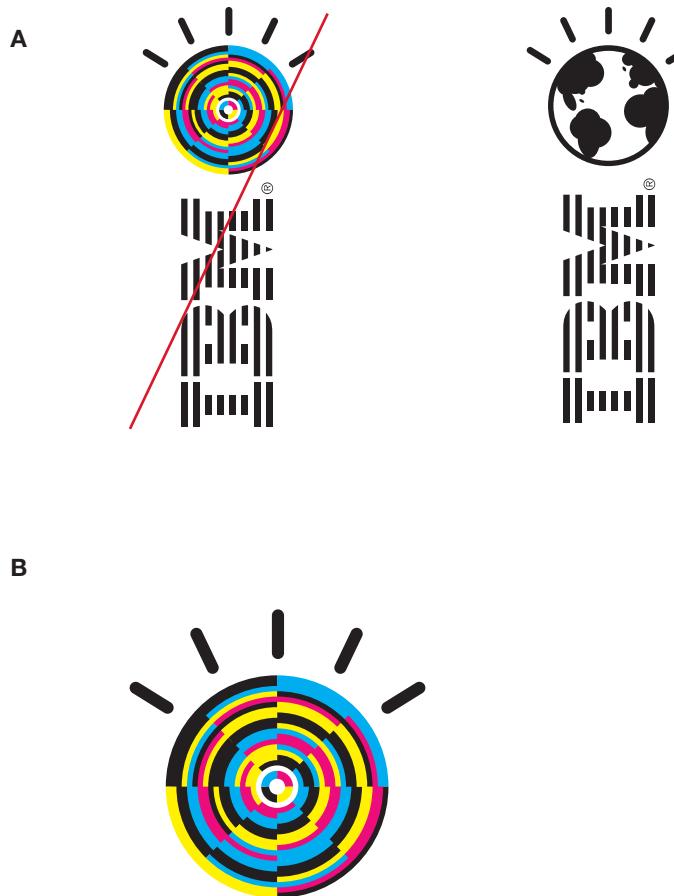
Currently these images are being created at the WW level.
Stock photography cannot be used at this time.



Icon usage

Planet icon vs. midmarket icon

- A** Do not use the 8-bar logo with the midmarket icon as a lockup. Do not use the planet icon/8-bar logo lock-up and midmarket icon as visuals together. The planet icon/8-bar logo lock-up can be used with the midmarket icon, but not as a competing visual, with equal or near-equal weight.
- B** Use the midmarket icon when talking about premise-setting messaging. Use the planet icon icon when talking about higher level Smarter Planet messaging that is not specific to midmarket.



Co-marketing

Midsize businesses are the engines of a smarter planet, and IBM Business Partners provide the tools to fuel them. Co-marketing materials are an important part of those tools. This guidance, in conjunction with co-marketing templates on Campaign Designer, is designed to enable our valued Business Partners to quickly and cost-effectively create quality marketing materials on their own that leverage the smarter planet agenda, benefiting both their businesses and the IBM Brand.

The following co-marketing assets have been developed:

- Postcard
- E-mail

Smarter Planet assets such as the Smarter Planet icon need to be approved before they can be added into any templates. In addition, the following assets are currently in development:

- Horizontal Event Postcard
- Events Email
- Save the Date Email
- Invitation Email
- Thank You Email
- Bifold

Please note: Solutions-area specific co-marketing templates will be developed with each flexible asset toolkit.

Co-marketing: Business Partner POV

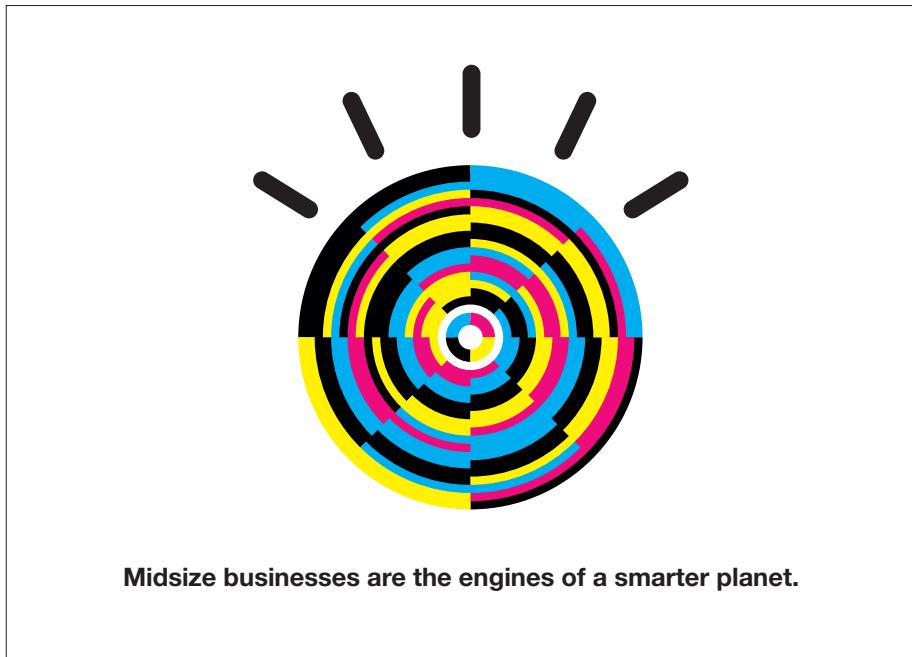
The Business Partner in Smarter Planet

If IBM is the architect of a Smarter Planet, IBM Business Partners are the provokers and mechanics of it all - they are the ones that make 'smarter planet' real for midsize companies. Business Partners help clients understand that if today's playing field is truly about ideas over resources first and foremost - they are as capable as any company to compete. Clients are looking to business partners for their accessibility and deep knowledge of their business and industry. When business partners credibly deliver the smarter planet promise, clients will have the confidence they can help them become more nimble, efficient, and informed. today. And as a result, will see a faster and more profitable return on investment - for clients and business partners alike.

IBM Business Partners are poised to be some of the first businesses to benefit from smarter planet. As they talk, show and deliver on the smarter planet premise, it will further demonstrate how IBM Business Partners are capable of adding key strategic value to IBM solutions. They will be able to leverage their access to the breadth and depth of IBM's experience to drive innovation and growth on behalf of their clients—positioning themselves to become the long-term strategic partner of choice.

Business Partners are an extension of the IBM brand. They actually amplify and personalize the IBM experience for their midsize clients. They're where clients go for specialized expertise, deep industry thinking and technology know-how only an IBM partner can bring to the table. For IBM Business Partners, IBM is a new business machine—opening doors business partners never knew existed. IBM gives them a wider footprint across more industries, services, products.

Co-marketing postcard



Midsize businesses are the engines of a smarter planet.

Intro Placeholder Copy: The copy here is meant to describe how the Business Partner, along with IBM, can help the customer address their issue using the wide breadth of products, offerings and finance options from [XYZ Company] and IBM.

Business Partner Placeholder Paragraph: Here is where you can introduce yourself as an IBM Business Partner who knows all about this theme. Tell about the expertise you have that makes you uniquely qualified to sell XYZ solutions and to help the end-user address their needs.

Add your logo here

Placeholder Text: *lorem ipsum dolor sit amet, consectetur adipiscing*: Lorem ipsum dolor sit amet, consectetur 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.

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XYZ1
123 Main Street
City, State 12345

Sample A, Sample Company
123 Any Street
Any Town, USA XXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX

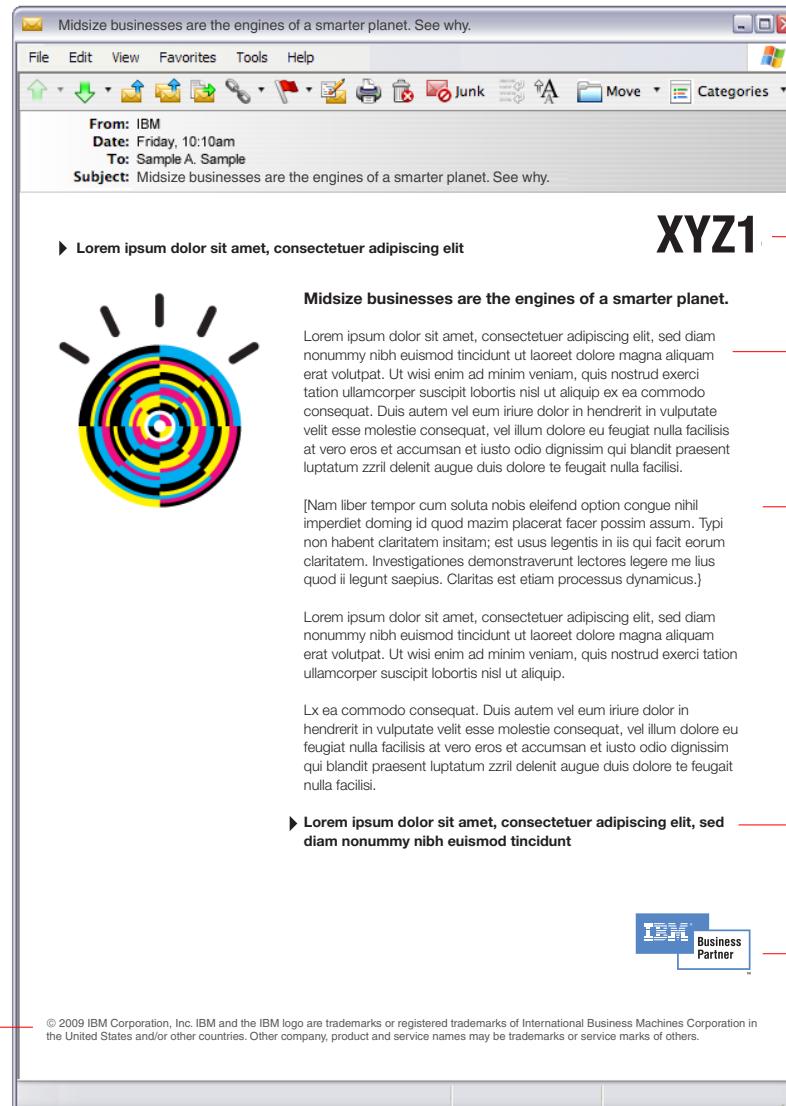


Call-to-action Example/Offer Copy: This is where you should talk about any specific offers you would like to mention. Try and keep the copy concise. For maximum response, please try and limit yourself to one offer per communication.

Add the BP emblem that is appropriate for you.

Legal

Co-marketing e-mail



Legal

Add your logo here

Intro Placeholder Copy: The copy here is meant to describe how the Business Partner, along with IBM, can help the customer address their issue using the wide breadth of products, offerings and finance options from [XYZ Company] and IBM.

Business Partner Placeholder Paragraph: Here is where you can introduce yourself as an IBM Business Partner who knows all about this theme. Tell about the expertise you have that makes you uniquely qualified to sell XYZ solutions and to help the end-user address their needs.

Call-to-action Example/Offer Copy: This is where you should talk about any specific offers you would like to mention. Try and keep the copy concise. For maximum response, please try and limit yourself to one offer per communication.

Add the BP emblem that is appropriate for you.

Co-marketing emblem usage

As a general rule, Business Partners may not use the IBM corporate logo. Instead, the IBM Business Partner emblems were developed as the identifying marks that approved Business Partners may employ to communicate their special relationship with IBM. The primary role of the Business Partner emblems is to authenticate and endorse our Business Partners in the minds of their clients. They validate our channel relationships, and represent access and a connection to IBM.

There are two types of emblems available for use by eligible Business Partner companies:

1. The Premier Business Partner emblem which recognizes the achievements of Premier Business Partners and provides visual evidence of their high level of qualification. The use of this emblem is restricted to Business Partners who have attained the Premier membership level in PartnerWorld.
2. The standard Business Partner emblem which is available to Business Partners who meet the following criteria:
 - Advanced PartnerWorld membership level
 - A signed Business Partner Agreement (BPA) which authorizes Business Partner companies to resell, or receive a fee for influencing the sale of, IBM hardware, software, and/or services. The BPA is separate from the PartnerWorld Agreement which all Business Partners agreed to when joining the PartnerWorld program.

Member level Business Partners that have only signed the PartnerWorld Agreement are not eligible to use the emblem.

You are encouraged to use the appropriate emblem in your communications because experience has proven that displaying these marks can reinforce a client's decisions to do business with you.



Premier Business Partner emblem



Standard Business Partner emblem

Key contacts

For additional Midmarket information, please contact the following people at IBM and Ogilvy:

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