

MID-MARKET CAMPAIGN SUPPORT
**MAXIMIZE BUSINESS
PERFORMANCE & VALUE**
FLEXIBLE ASSETS

February 2009

PART 1 END USER

PART 2 CO-MARKETING

PART 3 BP MARKET-TO



END-USER GUIDE

MAXIMIZE BUSINESS PERFORMANCE & VALUE

FLEXIBLE ASSETS

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

The body copy contains appropriate content and may be used as is, pending legal approval in your geography. It may also be modified to meet your specific needs.



THE ASSIGNMENT: MAXIMIZE BUSINESS PERFORMANCE & VALUE

To gain advantages in a competitive business world, today's midsize companies are trying to reduce time-to-market for new products and services, make their workforces more productive and integrate business processes for more flexibility. But too often they're hindered by IT structures they've built over time, with disparate systems, inflexible platforms, and solutions that inhibit collaboration. *To maximize business performance, midsize companies must maximize IT performance.*

IBM® and its Business Partners deliver solutions that help midsize companies leverage their IT resources to improve access to information, increase productivity and make their businesses more agile. In short, they help your IT work as hard for your business as you do.

What is their pain point?

"My company has difficulty managing and using our data, communicating and working together in real time, and keeping our IT nimble so we can respond to opportunities. We need to be able to get the most out of our people, data and systems so we can drive business performance."

What is the core proposition?

Leverage your IT resources more fully to drive business performance with solutions from IBM. IBM and its Business Partners deliver tools that help you move your business forward by improving the way your organization manages information, collaborates together and responds to change.

Relevant links:

INPUT BRIEF

CREATIVE BRIEF

MASTER INPUT BRIEF

CREATIVE TEMPLATES

EXPRESS ADVANTAGE COOKBOOK

HEADLINE/SUBHEAD OPTIONS

**I.T. SOLUTIONS THAT MAXIMIZE
BUSINESS PERFORMANCE.**

DELIVERED BY IBM BUSINESS PARTNERS.

RATIONALE: The chart represents the IBM solution, while the line suggests that the solution's job is to boost the company's overall performance.

**WE DELIVER THE SOLUTIONS.
YOU BUILD THE BUSINESS.**

IBM BUSINESS PARTNERS ARE CLOSE BY.

RATIONALE: The chart represents the IBM IT solution delivered, while also communicating the net effect: a boost in business results.



HEADLINE/SUBHEAD OPTIONS

I.T. THAT WORKS AS HARD AS YOU DO.

IBM BUSINESS PARTNERS DELIVER SOLUTIONS THAT DRIVE BUSINESS FORWARD.

RATIONALE: In this line, the light bulb-at-table icon represents the IBM/Business Partner solution as truly valuable: a hardworking member of the company, invested in its success.

DELIVERING BIG IDEAS TO MAKE THE MOST OF YOUR I.T.

SOLUTIONS THAT DRIVE BUSINESS FORWARD, FROM IBM BUSINESS PARTNERS

RATIONALE: The light bulb-at-table icon represents the bright ideas that a simple IBM solution can contribute to your IT and business performance. With this line, we present the Business Partner's solution as that contributor.



INTRO COPY BLOCK

More than ever, driving your midsized business forward is a challenge that falls on your IT capabilities. But if your IT solutions have been pieced together over time, you may not be communicating and working together in real time, responding easily to new opportunities, or realizing all the business insight your information can provide. IT solutions from IBM® and its Business Partners can help you make the most of your people, data and systems. They're simple, priced for midsized business and delivered through a network of Business Partners with deep experience and broad expertise. With these resources, your IT can work as hard for your business as you do.

THEME-ORIENTED SUBHEADS AND COPY

THEME	SUBHEAD	COPY
INFORMATION MANAGEMENT	Making information work harder.	Getting a handle on growing amounts of data is difficult and expensive. Making it all work to your benefit is even harder. To make the most of resources, midsize businesses must improve access to information cost-effectively, secure it safely, and deliver across the organization. Information management solutions from IBM® and IBM Business Partners do just that. Cognos® 8 BI Reporting and IBM Storage Solutions help turn information into business insights. These easy-to-deploy solutions integrate data from various sources and deliver it in real time, so your teams can make informed decisions that drive the company forward.
COLLABORATION	Working smart together.	With mobile employees and scattered teams, even midsize businesses face the increasing challenge of sharing knowledge and collaborating effectively. Too often, the result is lost productivity and missed opportunities. Your employees, customers, suppliers and partners must communicate and collaborate for every opportunity to be realized. IBM® and IBM Business Partners' simple knowledge-sharing solutions provide secure anywhere/anytime access to information and people – with Lotus® collaboration starter packs, WebSphere® secure portal solutions and unified communication and voice capabilities. The results? Enhanced productivity, faster times-to-market, better customer support and increased revenue.
FLEXIBLE I.T.	Reacting and adapting quickly.	Today's only constant is change. And midsize businesses stay a step ahead by considering change an opportunity – by reacting, adapting, even anticipating it. But many IT processes are hard-coded and difficult to adjust on the fly. IBM® and IBM Business Partners help you stay agile in a changing world, with solutions like WebSphere® Application Server Express and Websphere MQ. They enable applications to talk to each other, let new users integrate smoothly, reuse data and transform tasks into automated services over an open platform. By boosting flexibility, you can position your company to meet change head-on, and even take advantage of it.

LEAD OFFERING COPY BLOCKS

These offerings expand upon the theme-focused copy blocks, and highlight specific offerings that serve each theme.

THEME	OFFERING	COPY
INFORMATION MANAGEMENT	IBM® Cognos® 8 BI Reporting	The IBM® Cognos® 8 Business Intelligence Midmarket Reporting Package is a simple and affordable reporting solution that helps you extract business insights from ever-increasing amounts of information. Cognos 8 is Web-based and easy to use, helping you personalize the business intelligence you gather. Now all users can have access to multiple self-serve report types, from any data source, in several languages. By authoring reports with valuable real-time data in hand, your teams will be making more informed decisions and driving the business forward.
	IBM® Storage Solutions	Data continues to grow, and managing it is more important than ever. Disk/tape Storage Solutions from IBM® and IBM Business Partners are made for midsize business' unique information management needs. They help companies capture, store and analyze data with reliable, scalable and easy-to-manage storage solutions. By mining their growing stores of easily accessed data, companies can harness the power of information to help drive their business forward.
COLLABORATION	IBM® Lotus® Complete Collaboration Express Starter Pack	The Lotus® Complete Collaboration Express Starter Pack combines Lotus Domino® and Lotus Sametime® into a simple starter package. With e-mail, calendaring, group scheduling, online team rooms, blogs and secure instant messaging, the Starter Pack makes it simple for up to 10 employees to work smarter together. For one low price, your teams can share data and insights in real time, transfer files securely and assign tasks easily – all across a wide range of operating systems and client-access types. Maximize the value of collaboration right away, then scale it up as you grow.
	IBM® WebSphere® Portal Express	Getting everyone on the same page can be as simple as giving them one portal to work from. With IBM® WebSphere® Portal Express, employees, customers, suppliers, distributors and partners have role-based access to a single point of interaction, to find what they need, share documents and use applications – all in real time. WebSphere provides personalization, Web content management, document management and instant messaging on a scalable framework. And its open architecture integrates your mail and calendaring systems, helping you use what you already have to keep everyone working collaboratively and productively.

LEAD OFFERING COPY BLOCKS (CONT.)

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THEME	OFFERING	COPY
COLLABORATION	IBM® Unified Communications and Collaboration (UC2™) for Power Systems®	Easy to launch, simple to manage and packaged into one streamlined system, IBM® Unified Communications and Collaboration (UC2™) for Power Systems® is an easy-to-use platform that improves your teams' responsiveness, accessibility and productivity. Its unified framework connects people in real time, wherever they are, for a simpler collaborative environment. Bringing together e-mail, voice capabilities, instant messaging and other collaboration applications also lowers your overall costs, by leveraging much of the IT you already use.
FLEXIBLE I.T.	IBM® WebSphere® Application Server Express	A changing business world offers new opportunities every day, and flexibility is the key to taking advantage of them. IBM® WebSphere® Application Server Express makes flexibility simpler and more cost-effective. Now you can develop, run, integrate and manage dynamic Web sites and Web-based applications. Transactions will be secure. Web services will be scalable for thousands of applications. And usability is enhanced, even across a broad range of systems. The result? The flexibility to enact a fast company-wide response to any new business opportunity.
	IBM® WebSphere® MQ	IBM® WebSphere® MQ helps disparate systems integrate easily – even the difficult apps that don't normally agree. It's a Service Oriented Architecture approach that converts your processes into services. Departments and suppliers can easily connect by communicating over standardized Web-based channels. WebSphere MQ's streamlined tools reduce the risk of information loss and the need to reconfigure and reconnect. With the latest data formats and messaging standards, you'll have the flexibility to respond to new opportunities in an instant.

OFFERS/CALL-TO-ACTION PER THEME

Choose one of these WW-recommended complimentary offers (or provide your own offer). Click on the title to access the offer.

THEME	OFFERS
INFORMATION MANAGEMENT	<p><u>White Paper: “Reporting for Mid-Sized Companies: Reporting solutions that work the way you do”</u></p> <p>Learn more about how IBM® Cognos® 8 Business Intelligence helps extract business insights from your information with a comprehensive, easy-to-use reporting solution.</p>
	<p><u>IBM Cognos 8 BI Reporting - DEMO</u></p> <p>See a demonstration of IBM® Cognos® 8 BI Reporting, a real-world reporting scenario for both business users and professional reporting authors.</p>
	<p><u>Meeting the Information Infrastructure Challenge</u></p> <p>Watch this video to learn about today's growing storage needs and how IBM® meets the Information Infrastructure challenge.</p>
COLLABORATION	<p><u>Presentation: “Collaborative Innovation”</u></p> <p>Get a clear understanding of how collaboration tools can boost end-user productivity and creativity, with a higher level of employee satisfaction.</p>
	<p><u>Infrastructure Program Solution Brief: “Collaborate to Innovate”</u></p> <p>Learn more about solutions that can help drive innovation through collaboration and streamlined knowledge-sharing.</p>
	<p><u>Solution Brief: “IBM Collaborative Workforce Solutions”</u></p> <p>Learn about the essential software, services and hardware that can help employees collaborate with customers, suppliers and partners.</p>

OFFERS/CALL-TO-ACTION PER THEME (CONT.)

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THEME	OFFERS
FLEXIBLE I.T.	<p><u>Topsail Surf Demo</u></p> <p>This six-minute demo follows the owner of Topsail Surf, a surf and skate equipment shop, demonstrating how WebSphere® Application Server and WebSphere MQ keep Topsail flexible.</p>
	<p><u>Complimentary 90-Day Trial</u></p> <p>Download a free 90-day trial of IBM® WebSphere® MQ v7.0, or a 60-day trial of IBM WebSphere Application Server Express v7.</p>
	<p><u>WebSphere sMash Demo</u></p> <p>See how sMash provides a simple, powerful scripting environment for widgets that help you create Web 2.0 apps by integrating with IBM® Lotus® Mashups. Recorded at the Impact 2008 event.</p>

SAMPLE IBM GLOBAL FINANCING & FINANCING CALCULATOR COPY

Even in today's economic climate, IBM Global Financing offers qualified midsized companies financing for IBM IT solutions that may also include non-IBM hardware, software and services. One simple contract. One low monthly payment. **Plug your own numbers into our online financing calculator** to instantly add up cost savings for hardware, software and services from IBM and others. Currently available in the [US](#), [Canada](#), [Australia](#), [Korea](#), [New Zealand](#) and [Germany](#). Available for additional countries in 2009.

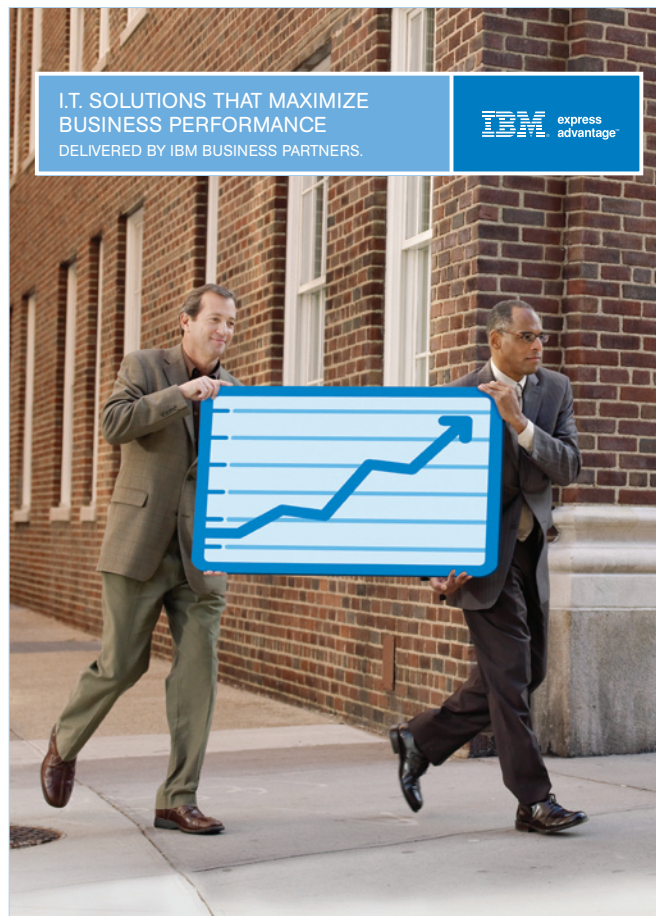
SAMPLE LEGAL COPY (END USER ONLY)

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

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FRONT COVER

The layout example below is meant to illustrate how a sample visual/headline/subhead may be used to create the front cover of a brochure or similar tactic.



FRONT COVER

INTERIOR

The layout example below is meant to illustrate how to create an interior page of a brochure or similar tactic using the copy and subheads provided.


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OFFER GOES HERE.

Go to ibm-simple.com or call 1-866-426-6606



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

Overview:
The introductory copy block and subhead provided should be paced in this area as an overview

Theme copy:
Select a theme-oriented copy block and subhead to follow the introduction.

Offer:
Choose one of the suggested worldwide offers or provide one appropriate to the IBM solution discussed.

Call-to-action and logo lock-up.

Place provided legal here.

INTERIOR LAYOUT

14

CO-MARKETING GUIDE

MAXIMIZE BUSINESS PERFORMANCE & VALUE

FLEXIBLE ASSETS

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

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GENERIC CUSTOMIZABLE COPY BLOCK

SUBHEAD	COPY
[XYZ COMPANY] AND IBM DELIVER SIMPLE SOLUTIONS TO TOUGH I.T. PROBLEMS.	Count on [XYZ Company] and IBM® to help make the most of your IT and drive your business forward. [Here is where you can introduce yourself as an IBM Business Partner who knows all about this theme and the expertise you have which makes you especially qualified to help them address their needs.]

THEME-ORIENTED SUBHEADS AND COPY

THEME	SUBHEAD	COPY
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OFFERS/CALL-TO-ACTION PER THEME

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	<p><u>Meeting the Information Infrastructure Challenge</u> Watch this video to learn about today's growing storage needs and how IBM® meets the Information Infrastructure challenge.</p>
COLLABORATION	<p><u>Presentation: “Collaborative Innovation”</u> Get a clear understanding of how collaboration tools can boost end-user productivity and creativity, with a higher level of employee satisfaction.</p>
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OFFERS/CALL-TO-ACTION PER THEME (CONT.)

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THEME	OFFERS
FLEXIBLE I.T.	<p><u>Topsail Surf Demo</u></p> <p>This six-minute demo follows the owner of Topsail Surf, a surf and skate equipment shop, demonstrating how WebSphere® Application Server and WebSphere MQ keep Topsail flexible.</p>
	<p><u>Complimentary 90-Day Trial</u></p> <p>Download a free 90-day trial of IBM® WebSphere® MQ v7.0, or a 60-day trial of IBM WebSphere Application Server Express v7.</p>
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SAMPLE LEGAL COPY (CO-MARKETING ONLY)

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CO-MARKETING: LAYOUT EXAMPLE

E-MAIL – EXAMPLE

The layout example below is meant to illustrate how a sample visual/headline/subhead may be used in an e-mail or similar tactic.



Headline:
Select from the options provided.

Subhead:
Select from the options provided.

Place offer here.

Subject line:
If you have a great offer, you can use it in the subject line (try to keep it 45-50 chars).

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

Introduction:
Pick up the introduction copy provided. Customize as needed.

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

Offerings: Relevant offerings go here.

Pick up legal copy as provided.

IMAGERY GUIDELINES

Imagery from the “Simple v2.5” campaign is appropriate for use in all Express Advantage™ work. Please refer to the Express Advantage Simple v2.5 guidelines for color, graphic requirements and usage rights.

SIMPLE V2.5 CAMPAIGN IMAGERY:

Approved images for the v2.5 campaign consist of a background photograph/icon composite. All approved composed images are available in the v2.5 photography library.

ICONS:

Approved icons may be used small to highlight particular copy content, but should always be consistent with the messaging for the assignment.



light bulb



growth chart

BUSINESS PARTNER MARKET-TO GUIDE

MAXIMIZE BUSINESS PERFORMANCE & VALUE

FLEXIBLE ASSETS

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THE ASSIGNMENT: MAXIMIZE BUSINESS PERFORMANCE & VALUE

To gain advantages in a competitive business world, today's midsize companies are trying to reduce time-to-market for new products and services, make their workforces more productive, and integrate business processes for more flexibility. But too often they're hindered by IT structures they've built over time, with disparate systems, inflexible platforms, and solutions that inhibit collaboration. *To maximize business performance, midsize companies must maximize IT performance.*

IBM® and its Business Partners can deliver solutions that help midsize companies leverage their IT resources to improve access to information, increase productivity and enhance agility. In short, they help midsize businesses' IT work harder to accomplish business goals.

What is their pain point?

"Midsize companies know they need to use their IT more effectively in order to drive their businesses forward. In order to seize this opportunity to grow my business and meet my customers' needs, I need the right products to sell and the right tools to help convert sales."

What is the core proposition?

IBM continues to expand opportunities for you to grow your business with IBM information management, collaboration and flexible IT solutions.

HEADLINE OPTIONS

I.T. SOLUTIONS FOR YOUR CUSTOMERS THAT WILL DRIVE YOUR BUSINESS, TOO.

RATIONALE: The chart represents the IBM solution, while the line suggests that the solution's job is to boost the company's overall performance.

I.T. SOLUTIONS YOUR CUSTOMERS WILL APPRECIATE.

RATIONALE: The line makes a play on the word "appreciate," inferring that the IBM solution will deliver both customer satisfaction and an increase in business value.



HEADLINE OPTIONS

BIG IDEAS TO ADVANCE THEIR I.T. AND YOUR BOTTOM LINE.

RATIONALE: This line/visual presents the light bulb as a smart contributor to IT and business performance, while hinting that delivering this solution will lead to Business Partner success.

DELIVER SMARTER I.T. GET BIGGER REWARDS.

RATIONALE: Much like the line above, the light bulb here is a simple, intelligent way to help customers tackle a tough problem, as well as a simple way to increase Business Partner profits.



INTRO COPY BLOCK

More than ever, driving midsize businesses forward is a challenge that falls on their IT capabilities. But if their IT solutions have been pieced together over time, your customers may not be communicating and working together in real time, responding easily to new opportunities, or realizing all the business insight their information can provide. IT solutions from IBM® can help your customers make the most of their people, data and systems – and help you close the productivity gap for them. They're simple, priced for midsize business and delivered with IBM's deep experience and broad expertise. With these resources, IT can work as hard for companies as they do.

SUBHEADS AND COPY

SUBHEAD	COPY
The right products for the job.	Helping your customers starts with solving a tough problem simply: the inability to make their IT work with them and for them. IBM® solutions for midsized business were built with just those issues in mind. They cover the spectrum of IT needs specifically for the high-growth midsized business segment, from information management, to effective collaboration, to maintaining IT flexibility. Add to that the expertise and added value of IBM and Business Partners like you, and your customers have a simple, end-to-end solution for maximum IT value and business growth. What's more, you have a new opportunity to grow your business, too.
The right tools for the sale.	IBM® IT solutions work for midsized business. But how do they work for you? With the tools to help you sell and the strength of the IBM brand behind you. Make your marketing even more cost-effective with our Campaign Designer™ tool's downloadable e-mail templates, photography, headlines, and copy blocks. You can also offer Global Financing from the world's largest financier to give qualified customers strong credit support in today's uncertain economic climate. Finally, take advantage of our Business Partner incentives, for increased profit potential as you successfully reach your mid-market clients.

DIRECT MAIL – COVER EXAMPLE

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



FRONT



BACK