

Smarter Planet  
Midmarket Flexible Asset

# IT Optimization/ Green IT Co-Marketing

November 2009



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# Introduction

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

You will find three sections within this document:

**Overview:** a brief introduction to the message focus areas.

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

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

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

# IT Optimization/Green IT: Background

Midsized companies are feeling the negative impact of our economy and are constantly looking for ways to do more with less. IT managers have to look for readily achievable cost savings to make up for tightened budgets and profit margins across the board. And IT departments, having run lean in the past, are under increased pressure to be on the hunt for new initiatives that reduce the cost and complexity of their IT environments – without compromising business value.

There's never been a better time for these companies to optimize their IT so IT managers can shift resources from operations and maintenance to creating business value for the company. If midsized companies can optimize their IT, they can make their infrastructure more dynamic and use technology more efficiently to save money. This addresses environmental concerns and benefits the bottom line.

# The Concept

**Smarter midsize companies virtualize and consolidate their IT to reduce operational costs up to 50 percent and energy costs up to 40 percent per year.**

The average midsize company spends most of its IT budget on maintenance and operations, instead of new applications and technologies that support forward-thinking business goals. That problem can be solved through a comprehensive three-step process:

- 1. Assess your IT infrastructure.** Analyze the overall design of the your IT infrastructure with an eye toward functionality and cost-effectiveness.
- 2. Virtualize and consolidate your IT infrastructure.** Consolidate workloads onto fewer servers in a virtualized infrastructure that is easier to manage.
- 3. Green your IT.** Monitor and reduce energy consumption by combining hardware, software and services.

# Illustration Guide

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## 1. Assess your IT infrastructure.

**RATIONALE:** This demonstrates the idea of “looking closer” – zooming in on the server room to find places possible areas for consolidation or cost savings.



## 2. Virtualize and consolidate.

**RATIONALE:** The top view represents an unconsolidated and unvirtualized server room. The bottom view represents the increased utilization of an optimized server room.



## 3. Green your IT.

**RATIONALE:** The green outlined leaf represents the power and cost efficiencies the company can experience by going green.

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

# Campaign Designer Templates

# How to Use

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

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

Once this is determined, you can select the appropriate template located on the [IT Optimization/Green IT](#) page on Campaign Designer. There are several templates available depending on the number of message focus areas/steps you would like to feature in the communication.

## **The template you select will have prompts to enter your desired:**

- Headline
- Introduction Copy
- “Steps” Copy with Appropriate Illustrations
- Offering Copy

- Personalized Section
- Offer Copy
- Call to Action Copy
- Additional Legal Disclaimers

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

## **Questions?**

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

## **Links to templates:**

[MM\\_SS\\_ITO-Green\\_Email\\_1Step](#)

[MM\\_SS\\_ITO-Green\\_Email\\_2Step](#)

[MM\\_SS\\_ITO-Green\\_Email\\_3Step](#)

[MM\\_SS\\_ITO-Green\\_Postcard6x9\\_1Step](#)

[MM\\_SS\\_ITO-Green\\_Postcard6x9\\_2Step](#)

[MM\\_SS\\_ITO-Green\\_Postcard6x9\\_3Step](#)

[MM\\_SS\\_ITO-Green\\_PostcardA5\\_1Step](#)

[MM\\_SS\\_ITO-Green\\_PostcardA5\\_2Step](#)

[MM\\_SS\\_ITO-Green\\_PostcardA5\\_3Step](#)



# Co-Marketing Postcard: Cover Example

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

**Fixed**  
Eyebrow copy

**Customizable**  
Headline  
70 character max

Building the engines of a Smarter Planet:


**A guide to cost cutting  
in the server room.**



**Selectable**  
Illustration

# Co-Marketing Postcard: Back Example

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

<p><b>Customizable</b> Intro copy 500 character max</p> <p><b>Formatted</b> "Steps" 200 character max</p> <p><b>Customizable</b> Business Partner copy 200 character max</p> <p><b>Fixed</b> Sign off</p> <p><b>Customizable</b> Call to action/Offer copy 70 character max</p> <p><b>Fixed</b> IBM legal</p> <p><b>Customizable</b> Business Partner legal 110 character max</p>	<p>As an IBM Business Partner, [XYZ Company] can help you achieve a more dynamic infrastructure, so you can reduce operational and energy costs and focus more of your budget on projects that add business value. Getting started is simple:</p> <ol style="list-style-type: none"> <li>1. Assess your IT infrastructure with [ offering ]</li> <li>2. Virtualize and consolidate with [ offering ]</li> <li>3. Green your IT with [ offering ]</li> </ol> <p>[This section is where you present information on how you, along with IBM, provide the right solutions for their business. This is customizable copy that you write to fill this space.]</p> <p>Midsize businesses are the engines of a Smarter Planet.</p> <p><b>Go to XYZ1.com/XXX or call 1-000-000-0000</b></p>	<p><b>XYZ1</b> 123 Main Street City, State 12345</p> <div style="border: 1px solid black; width: 60px; height: 60px; margin: 10px auto;"></div> <p>Sample A. Sample Company 123 Any Street Any Town, USA XXXXX XXXXXXXXXXXXX XXXXXXXXXXXXX</p>	<p><b>Customizable</b> Business Partner logo and address</p>
		<p>This box does not print-- indicates image/text free area required by Postal regulations.</p>	
	<p><b>Selectable</b> IBM Business Partner or Business Partner Premium emblem</p>	<p><b>Fixed</b> Mandatory area of clear of image/copy per U.S. Postal regulations</p>	

# Campaign Designer Postcard Copy

---

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

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

Option 1: How to make your IT a source of envy.

*Rationale: This line sets up the three IT Optimization steps that are to follow, which will show the reader how to save money and increase server utilization.*

Option 2: Increase utilization. Decrease aggravation.

*Rationale: This line speaks to the fact that IT Optimization will cut down on the frustration of things like rising costs and server sprawl while also improving server utilization.*

Option 3: Putting your IT budget to better use.

*Rationale: This line speaks very directly the high costs of IT management, especially in a tough economy.*

Option 4: A guide to cost cutting in the server room.

*Rationale: This line speaks to the high cost of IT management and leads directly to the 3 steps for IT Optimization.*

## Headline copy direction:

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

---

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

As an IBM Business Partner, [XYZ Company] can help you achieve a more dynamic infrastructure, so you can reduce operational and energy costs and focus more of your budget on projects that add business value. Getting started is simple:

## Introduction copy direction:

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

# Campaign Designer Postcard Copy (cont'd)

---

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

**“Steps” copy: [Selectable/Customizable, 200 character max]**

1. Assess your IT infrastructure with [offering].
2. Virtualize and consolidate with [offering].
3. Green your IT with [offering].

**“Steps” copy direction:**

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

**Recommended Offerings:**

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

**Step 1: Assess your IT**

IBM® Server Consolidation Efficiency Study

IBM® BladeCenter® and System x® servers

**Step 2: Virtualize and consolidate.**

IBM® BladeCenter® and System x® servers with VMware®

IBM® Power Systems™ with Power VM™

IBM® Tivoli® Provisioning Manager for OS Deployment

**Step 3: Green your IT.**

IBM® Systems Director Active Energy Manager

LotusLive Meetings and LotusLive iNotes

# Campaign Designer Postcard Copy (cont'd)

---

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

**Business Partner copy: [Customizable, 200 character max]**

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

**Business Partner copy direction:**

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

---

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

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

**Offer copy direction:**

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

---

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

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

**Legal direction:**

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

# Co-Marketing E-mail Example

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

## Customizable

Subject line  
55 character max

## Customizable

Call to action/Offer copy  
40 character max

## Customizable

Intro copy  
350 character max

## Formatted

Steps  
600 character max

## Customizable

Business Partner copy  
200 character max

## Fixed

Sign off

Fixed  
IBM legal

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

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

XYZ

Building the engines of a Smarter Planet:

## How to make your IT a source of envy.

As an IBM Business Partner, [XYZ Company] can help you achieve a more dynamic infrastructure, so you can reduce operational and energy costs and focus more of your budget on projects that add business value.

Getting started is simple:

1. Assess your IT infrastructure with [offering]. By analyzing the overall design of your IT infrastructure, we can find ways to improve functionality and cost-effectiveness.
2. Virtualize and consolidate with [offering]. A virtualized infrastructure enables fewer servers to do more work, saving you up to 50 percent on operational costs.
3. Green your IT with [offering]. It's crucial for companies today to monitor and reduce energy consumption – not only for the planet, but for your bottom line.

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

Midsize businesses are the engines of a Smarter Planet.

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



Customizable  
Business Partner logo

Fixed  
Eyebrow copy

Customizable  
Headline  
70 character max

Selectable  
Illustration

Selectable  
IBM Business Partner or Business  
Partner Premium emblem

Customizable  
Call to action/Offer copy  
70 character max

Customizable  
Business Partner legal  
100 character max

# Campaign Designer E-mail Copy

---

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

**Subject line: [Customizable, 55 character max]**

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

**Subject line direction:**

Select a subject line or write one that is concise and action-oriented.

---

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

[Place a call to action about your offer.]

**Offer Copy direction:**

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

---

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

Option 1: How to make your IT a source of envy.

*Rationale: This line sets up the three IT Optimization steps that are to follow, which will show the reader how to save money and increase server utilization.*

Option 2: Increase utilization. Decrease aggravation.

*Rationale: This line speaks to the fact that IT Optimization will cut down on the frustration of things like rising costs and server sprawl while also improving server utilization.*

Option 3: Putting your IT budget to better use.

*Rationale: This line speaks very directly the high costs of IT management, especially in a tough economy.*

Option 4: A guide to cost cutting in the server room.

*Rationale: This line speaks to the high cost of IT management and leads directly to the 3 steps for IT Optimization.*

**Headline copy direction:**

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

# Campaign Designer E-mail Copy (cont'd)

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

## Introduction copy: [Customizable, 350 character max]

As an IBM Business Partner, [XYZ Company] can help you achieve a more dynamic infrastructure, so you can reduce operational and energy costs and focus more of your budget on projects that add business value.

Getting started is simple:

## Introduction copy direction:

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

## “Steps Copy”: [Selectable/Customizable, 600 character max]

1. Assess your IT infrastructure with [offering]. By analyzing the overall design of your IT infrastructure, we can find ways to improve functionality and cost-effectiveness.
2. Virtualize and consolidate with [offering]. A virtualized infrastructure enables fewer servers to do more work, saving you up to 50 percent on operational costs.
3. Green your IT with [offering]. It's crucial for companies today to monitor and reduce energy consumption – not only for the planet, but for your bottom line.

## “Steps Copy” direction:

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

## Recommended Offerings:

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

### Step 1: Assess your IT

IBM® Server Consolidation Efficiency Study  
IBM® BladeCenter® and System x® servers

### Step 2: Virtualize and consolidate.

IBM® BladeCenter® and System x® servers with VMware®  
IBM® Power Systems™ with Power VM™  
IBM® Tivoli® Provisioning Manager for OS Deployment

### Step 3: Green your IT.

IBM® Systems Director Active Energy Manager  
LotusLive Meetings and LotusLive iNotes



# Campaign Designer E-mail Copy (cont'd)

---

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

**Business Partner copy: [Customizable, 200 character max]**

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

**Business Partner copy direction:**

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

---

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

[Place a call to action about your offer.]

**Offer Copy direction:**

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

---

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

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

**Legal copy direction:**

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

# Flexible Copy

# How to Use

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

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

## For most assets, we recommend the following content approach:

- Determine what **type of asset** you intend to create.
- Choose one of the **Overarching Headlines**.
- Choose from one of the **Sample Intro Copy Blocks**, either the short or the long version.
- **Body copy** has been divided into 3 Steps:
  1. Assess your IT infrastructure.
  2. Virtualize and consolidate.
  3. Green your IT.

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

- **Offerings copy:** Some flexible assets additionally include copy blocks for offerings. These offering blocks can be used to support your steps instead of the general ones, at your discretion. If you want to feature offerings in your piece, simply select a subhead and offering copy block for each numbered step instead of the regular copy.
- **Include a paragraph about your company and the value you bring as an IBM Business Partner.**
- **Legal copy** is a requirement and has been provided in this document.
- **Questions?**  
Reach out for help with the contact info on the last page.

# Headlines

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**Option 1:****How to make your IT a source of envy.**

**HEADLINE RATIONALE:** This line sets up the three IT Optimization steps that are to follow, which will show the reader how to save money and increase server utilization.

---

**Option 2:****Increase utilization.  
Decrease aggravation.**

**HEADLINE RATIONALE:** This line speaks to the fact that IT Optimization will cut down on the frustration of things like rising costs and server sprawl while also improving server utilization.

**Option 3:****Putting your IT budget to better use.**

**HEADLINE RATIONALE:** This line speaks very directly the high costs of IT management, especially in a tough economy.

---

**Option 4:****A guide to cost cutting in the server room.**

**HEADLINE RATIONALE:** This line speaks to the high cost of IT management and leads directly to the 3 steps for IT Optimization.

# Introduction Copy

---

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

## Short Version:

With energy costs rising and IT departments being asked to do more with less, now is the time to start optimizing your IT. As an IBM Business Partner, [XYZ Company] can help you achieve a more dynamic infrastructure, so you can reduce operational and energy costs and focus more of your budget on projects that add business value.

---

## Long Version:

With energy costs rising and IT departments being asked to do more with less, now is the time to start optimizing your IT. As an IBM Business Partner, [XYZ Company] can help you achieve a more dynamic infrastructure, so you can reduce operational and energy costs and focus more of your budget on projects that add business value.

This is how [XYZ Company] can help: 1. Assess the server room. We help you analyze the overall design to improve functionality and cost-effectiveness. 2. Virtualize and consolidate. By virtualizing your infrastructure, you can consolidate workloads onto fewer servers. 3. Green your IT. Beyond the cost savings of step 2, there are numerous ways to monitor and reduce energy consumption. We can help you reduce energy costs by 15–40 percent.

---

## Business Partner copy:

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

# Step 1: Assess your IT infrastructure

---

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

## Subhead: Option 1

### **Assess your IT infrastructure.**

**Subhead rationale:** This is a straightforward label to define the first step in the process of optimizing and greening business infrastructure.

## Subhead: Option 2

### **Make sure your IT is on your side.**

**Subhead rationale:** If your IT infrastructure is not operating with maximum efficiency and effectiveness, you are not taking full advantage of the equipment you have.

---

#### Short Version Copy Block:

By analyzing the overall design of your IT infrastructure, we can find ways to improve functionality and cost-effectiveness.

#### Long Version Copy Block:

Is your equipment already 3 years old? If it is, you're not getting the most out of your IT. Companies need to analyze the overall design of their IT infrastructure to improve functionality and cost-effectiveness. By creating a growth-oriented plan for server enhancements, you can move toward a more dynamic infrastructure, to meet today's needs, as well as those down the road. A dynamic infrastructure can deliver greater performance with less down time and lower energy and operating costs.

# Step 1: Assess your IT infrastructure - Offerings

---

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

## Subhead: Option 1

### **Assess your IT infrastructure.**

**Subhead rationale:** This is a straightforward label to define the first step in the process of optimizing and greening business infrastructure.

## Subhead: Option 2

### **Make sure your IT is on your side.**

**Subhead rationale:** If your IT infrastructure is not operating with maximum efficiency and effectiveness, you are not taking full advantage of the equipment you have.

---

#### **IBM® Server Consolidation Efficiency Study copy block:**

By analyzing the overall design of your IT infrastructure, you can greatly improve functionality and cost-effectiveness. The IBM® Server Consolidation Efficiency Study can show you how to reduce the number of servers in your environment, helping you save money on energy and operations that can be re-allocated for other projects. The study provides insights at every level, including key activities, next steps, costs and benefits of server consolidation.

#### **IBM® BladeCenter® and System x® servers copy block:**

By analyzing the overall design of your IT infrastructure, you can greatly improve functionality and cost-effectiveness. IBM® BladeCenter® and System x® servers deliver more performance per watt than comparable servers, helping you keep power and cooling costs down. Plus, they're flexible and scalable, so they can grow with your company.

# Step 2: Virtualize and consolidate

---

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

**Subhead: Option 1**

## **Virtualize and consolidate.**

**Subhead rationale:** This is a straightforward label to define the second step in the process of optimizing and greening business infrastructure.

**Subhead: Option 2**

## **Make sure your servers give their all.**

**Subhead rationale:** Knowing that up to 85 percent of computing capacity can sit idle, this is a conversational way to draw attention to the ability to get more from capacity you already have.

---

**Short Version Copy Block:**

A virtualized infrastructure enables fewer servers to do more work, saving you up to 50 percent on operational costs.

**Long Version Copy Block:**

Want to do more with less? Then virtualize. By consolidating workloads onto fewer servers in a virtualized infrastructure, you can eliminate server sprawl and increase utilization – saving you up to 50 percent on operational costs. Plus, it gives you room to grow, with the ability to add virtual servers instead of spending on more physical infrastructure.



# Step 2: Virtualize and consolidate - Offerings

---

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

## Subhead: Option 1

### **Virtualize and consolidate.**

**Subhead rationale:** This is a straightforward label to define the second step in the process of optimizing and greening business infrastructure.

## Subhead: Option 2

### **Make sure your servers give their all.**

**Subhead rationale:** Knowing that up to 85 percent of computing capacity can sit idle, this is a conversational way to draw attention to the ability to get more from capacity you already have.

---

#### **IBM® BladeCenter® and System x® servers with VMware® copy block:**

Want to do more with less? Then virtualize. IBM® BladeCenter® and System x® servers with VMware® use virtualization technology to consolidate workloads. So one server can do the work of many, resulting in an IT infrastructure that's more flexible, better-utilized and less costly to run.

#### **IBM® Power Systems™ with Power VM™ copy block:**

Want to do more with less? Then virtualize. IBM® Power Systems™ with Power VM™ feature industrial-strength virtualization for AIX, IBM i and Linux environments. You'll be able to consolidate system resources, which increases utilization and reduces energy use. Ultimately, you'll create a more flexible IT infrastructure.

#### **IBM® Tivoli® Provisioning Manager for OS Deployment copy block:**

Want to do more with less? Then virtualize. IBM® Tivoli® Provisioning Manager for OS Deployment makes it easy to remotely manage your deployment of operating systems and patches. This helps you reduce administration, deployment and storage costs – and deliver a rapid ROI.

# Step 3: Green your IT

---

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

## Subhead: Option 1

### Green your IT.

**Subhead rationale:** This is a straightforward label to define the third step in the process of optimizing and greening business infrastructure.

## Subhead: Option 2

### Curb your appetite for energy.

**Subhead rationale:** The green message is powerful, but more powerful is any message that promises a benefit to the bottom line. One of the most positive benefits of green IT to business is the savings to be found in lowered energy usage.

---

## Short Version Copy Block:

It's crucial for companies today to monitor and reduce energy consumption – not only for the planet, but for your bottom line.

## Long Version Copy Block:

For every dollar spent on hardware, another 50 cents is spent on energy. And that cost will increase to 71 cents over the next 4 years. So it's crucial for today's companies to monitor and reduce energy consumption. By combining hardware, software and services, IBM can help you reduce energy costs by 15-40 percent.

# Step 3: Green your IT - Offerings

---

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

## Subhead: Option 1

### Green your IT.

**Subhead rationale:** This is a straightforward label to define the third step in the process of optimizing and greening business infrastructure.

## Subhead: Option 2

### Curb your appetite for energy.

**Subhead rationale:** The green message is powerful, but more powerful is any message that promises a benefit to the bottom line. One of the most positive benefits of green IT to business is the savings to be found in lowered energy usage.

---

## IBM® Systems Director Active Energy Manager copy block:

For every dollar spent on hardware, another 50 cents is spent on energy. So it's crucial for today's companies to monitor and reduce energy consumption. IBM® Systems Director Active Energy Manager measures, monitors and manages energy usage of your IT systems, giving you a more complete view of your server room.

## LotusLive Meetings and LotusLive iNotes copy block:

Save critical resources by taking meetings virtual. LotusLive Meetings and LotusLive iNotes enable social networking services that allow people to work together, smarter. From online meetings to instant messaging and project management, more collaboration means less travel to attend meetings – and less expense.

# Available Offers

---

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

Offer 1: <http://www-304.ibm.com/businesscenter/cpe/html0/181575.html>

**Assess your green initiatives with the Aberdeen ROI Tool.**

Take a quick, 15-minute Web survey to see how your green initiatives compare to other companies. You can even calculate ROI and get recommendations to achieve best-in-class status. Get the tool at [ibm.com/xxxxxxxxxxxxxx](http://ibm.com/xxxxxxxxxxxxxx)

Offer 2: <ftp://ftp.software.ibm.com/common/ssi/sa/wh/n/oiw03021usen/OIW03021USEN.PDF>

**Get the “Dynamic Infrastructure” white paper.**

This 20-page document outlines IBM's strategy for a Dynamic Infrastructure, and how it can help you reduce cost, improve service and manage risk. Download the white paper at [ibm.com/xxxxxxxxxxxxxx](http://ibm.com/xxxxxxxxxxxxxx)

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# Contacts

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**Janet Barrett** Infrastructure Solutions, IBM  
jbarrett@us.ibm.com

**Deb Myers** Infrastructure Solutions, IBM  
dlmyers1@us.ibm.com

**Lisa Barnard** Account Supervisor, Ogilvy  
lisa.barnard@ogilvy.com

**Lauren Pollare** Account Executive, Ogilvy  
lauren.pollare@ogilvy.com