Smarter Planet
Midmarket Flexible Asset

Power Systems
Co-Marketing

November 2009

Table of contents

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 chapters 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.

Power Systems: Background

Once again, midsize companies and IT managers are being forced to do more and more with less and less. Not only do they need to find ways to cut costs, they also need to constantly optimize their infrastructure to make it work for them. Even with the smaller budgets, midsize businesses need to work smarter to keep their company ahead and achieve business goals.

However, many midsize companies' current infrastructures are not operating at maximum efficiency. Their aging System i® or System p® servers are growing more inefficient when compared to today's newer servers. Some companies tend to think the easy solve is to add a server every time they add a new application. This just creates an IT department with under utilized systems and server sprawl.

The good news is companies running older servers have a chance to make smarter changes to their current server rooms. IBM has enhancements and upgrades that can help companies fully realize the potential of their IT. These solutions and services empower midsize companies to either extend the life of already existing systems, or look for opportunities to move to more powerful servers. Either way, IBM can help manage the server room to make it more dynamic, while at the same time providing companies with a clear ROI.

The Concept

Smarter midsize companies maximize their ROI by continuously optimizing IT costs in the server room.

IBM can help midsize companies running IBM® System i® and System p® servers optimize their server room in order to find ways to reduce IT costs while still achieving business goals. IBM can help in 3 specific ways.

1. Extend the life of your existing IT.

2. Consider more powerful systems.

3. Optimize your IT management.

Illustration Guide
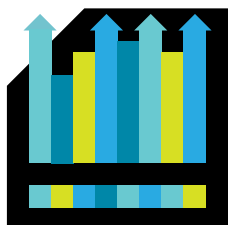
1. Extend the life of your existing IT.
Rationale: The bottom of the illustration represents your current server room. The arrows and columns moving upwards from the black line show the extended life your existing servers could see by enhancing your server room with IBM solutions.

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.

2. Consider more powerful systems.
Rationale: The corner square depicts the system you are currently running. The chevrons growing off the black outline represent the increased performance your business could experience by moving to more powerful systems from IBM.
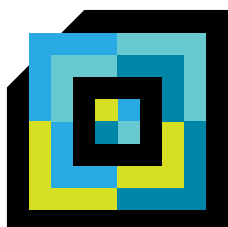
3. Optimize your current IT management.
Rationale: The inner black square represents the centralized management of your server room, and inside the black square shows an optimized IT infrastructure, made possible with IBM IT management solutions.

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 Power Systems 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_Power_Email_1Step

MM_SS_Power_Email_2Step

MM_SS_Power_Email_3Step

MM_SS_Power_Postcard6x9_1Step

MM_SS_Power_Postcard6x9_2Step

MM_SS_Power_Postcard6x9_3Step

MM_SS_Power_PostcardA5_1Step

MM_SS_Power_PostcardA5_2Step

MM_SS_Power_PostcardA5_3Step
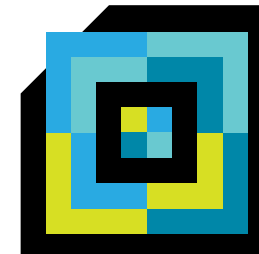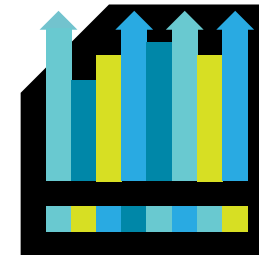
Co-Marketing Postcard: Cover Example

The layout example below is meant to illustrate how 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:

How to keep your servers serving your business objectives.

Selectable
Illustration

Co-Marketing Postcard: Back Example

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

Customizable
Intro copy
500 character max

Formatted
"Steps"
200 character max

Customizable
Business Partner copy
200 character max

Fixed
Sign off

Customizable
Call to action/Offer copy
70 character max

Fixed
IBM legal

Customizable
Business Partner legal
110 character max

Your existing IT systems may have served you well, but today's challenges require more. Whether you enhance your existing IBM® System i® or System p® servers, or try new IBM Power Systems™, [XYZ Company] and IBM can help you optimize your IT costs and help you re-think your future IT. Here's how we help:

1. Extend the life of your existing IT with [offering].
2. Consider more powerful systems like [offering].
3. Optimize your current IT management with [offering].

[This section is where you present information on how you, along with IBM, provide the right solutions for their business. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor.]

Midsize businesses are the engines of a Smarter Planet.

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

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

XYZ1

123 Main Street
City, State 12345

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

Customizable
Business Partner logo
and address

IBM Business Partner

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

Selectable
IBM Business Partner or
Business Partner
Premium emblem

Fixed
Mandatory area of clear of
image/copy per U.S. Postal regulations

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 keep your servers serving your business objectives.

Rationale: This headline is a creative spin on the importance of having a server room that actually works for you.

Option 2: Optimizing your servers for maximum ROI.

Rationale: This headline speaks to the importance of making sure your servers deliver maximum performance.

Option 3: How to make your servers and your business more dynamic.

Rationale: This headline uses a "how to" approach and points out the need for a truly dynamic infrastructure.

System i headline option: Getting even more from your System i investment.

Rationale: This headline is meant to be used with the System i copy blocks.

Headline copy direction:

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

Introduction copy: [Customizable, 500 character max]

Your existing IT systems may have served you well, but today's challenges require more. Whether you enhance your existing IBM® System i® or System p® servers, or try new IBM Power Systems™, [XYZ Company] and IBM can help you optimize your IT costs and help you re-think your future IT. Here's how we help:

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. Extend the life of your existing IT with [offering].

2. Consider more powerful systems like [offering].

3. Optimize your current IT management 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: Extend the life of your existing IT
 IBM® Power HA™
 Rational® Team Concert Express & Rational® AppScan® Express
 Tivoli® Storage Manager Fastback™

Step 2: Consider more powerful systems
 IBM Power Systems™ servers with PowerVM™
 IBM BladeCenter® family
 IBM Implementation Services for IBM Power Systems™

Step 3: Optimize your current IT management
 IBM® Systems Director 6.1

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.

Campaign Designer Postcard Copy (cont'd)

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

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

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

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

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

XYZ

Building the engines of a Smarter Planet:

How to keep your servers serving your business objectives.

Your existing IT systems may have served you well, but today's business challenges require more. Whether you choose to enhance your existing IBM® System i® or System p® servers, or look at new IBM Power Systems™, [XYZ Company] can help you optimize your IT costs in order to maximize ROI, as well as rethink how your infrastructure can serve you best in years to come. Here's how we help:

1. Extend the life of your existing IT with [offering]. We can help you analyze your current System i® and System p® servers and suggest enhancements that can improve ROI.

2. Consider more powerful systems like [offering]. By moving to more powerful systems, companies can save up to 91% on energy and space, with 90% fewer cores.

3. Optimize your current IT management with [offering]. We can help you incorporate tools that allow you to simply manage your entire data center—both physical and virtual. All from one place, and one interface.

[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 the available space.]

Midsize businesses are the engines of a Smarter Planet.

IBM® Business Partner

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

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:

Write a subject line that is concise and action-oriented.

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

[Place a call to action about your offer.]

Offer 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 keep your servers serving your business objectives.

Rationale: This headline is a creative spin on the importance of having a server room that actually works for you.

Option 2: Optimizing your servers for maximum ROI.

Rationale: This headline speaks to the importance of making sure your servers deliver maximum performance.

Option 3: How to make your servers and your business more dynamic.

Rationale: This headline uses a "how to" approach and points out the need for a truly dynamic infrastructure.

System i headline option: Getting even more from your System i investment.

Rationale: This headline is meant to be used with the System i copy blocks.

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]

Your existing IT systems may have served you well, but today's business challenges require more. Whether you choose to enhance your existing IBM® System i® or System p® servers, or look at new IBM Power Systems™, [XYZ Company] can help you optimize your IT costs in order to maximize ROI, as well as rethink how your infrastructure can serve you best in years to come. Here's how we help:

Introduction copy direction:

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

"Steps": [Selectable/Customizable, 600 character max]

1. Extend the life of your existing IT with [offering]. We can help you analyze your current System i® and System p® servers and suggest enhancements that can improve ROI.

2. Consider more powerful systems like [offering]. By moving to more powerful systems, companies can save up to 91% on energy and space, with 90% fewer cores.

3. Optimize your current IT management with [offering]. We can help you incorporate tools that allow you to simply manage your entire data center—both physical and virtual. All from one place, and one interface.

"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: Extend the life of your existing IT
      IBM® Power HA™
      Rational® Team Concert Express & Rational® AppScan® Express
      Tivoli® Storage Manager Fastback™

Step 2: Consider more powerful systems
      IBM Power Systems™ servers with PowerVM™
      IBM BladeCenter® family
      IBM Implementation Services for IBM Power Systems™

Step 3: Optimize your current IT management
      IBM® Systems Director 6.1

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. Extend the life of your existing IT.

  2. Consider more powerful systems.

  3. Optimize your IT management.

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

- **Offerings copy:** Some 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 communication, 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

Option 1:

How to keep your servers serving your business objectives.

Headline rationale: This headline is a creative spin on the importance of having a server room that actually works for you.

Option 2:

Optimizing your servers for maximum ROI.

Headline rationale: This headline speaks to the importance of making sure your servers deliver maximum performance.

Option 3:

How to make your servers and your business more dynamic.

Headline rationale: This headline uses a "how to" approach and points out the need for a truly dynamic infrastructure.

System i headline option:

Getting even more from your System i investment.

Headline rationale: This headline is meant to be used with the System i copy blocks.

Sample Intro Copy

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

Short Version:

Your existing IT systems may have served you well, but today's business challenges require more. Whether you choose to enhance your existing IBM® System i® or System p® servers, or look at new IBM Power Systems™, [XYZ Company] can help you optimize your IT costs in order to maximize ROI, as well as rethink how your infrastructure can serve you best in years to come.

Long Version:

It's a new day. In the past 3 years, server technology has made incredible leaps in efficiency and performance. Your existing IT systems may have served you well, but today's business challenges require more. Whether you choose to enhance your existing IBM® System i® or System p® servers, or look at new IBM Power Systems™, [XYZ Company] can help you optimize your IT costs in order to maximize ROI, as well as rethink how your infrastructure can serve you best in years to come.

Here's how [XYZ Company] and IBM can help you reduce IT costs while still achieving business goals: 1. By extending the life of your current IT and maximizing your infrastructure investment. 2. By helping you consider more powerful systems that run more efficiently. 3. By helping you optimize your current IT management.

System i short version:

Your existing IT systems may have served you well, but today's business challenges require more. Whether you choose to enhance your existing System i® server, or look at new IBM Power Systems™, [XYZ Company] can help you optimize your IT costs in order to maximize ROI, as well as rethink how your infrastructure can serve you best in years to come.

System i long version:

It's a new day. In the past 3 years, server technology has made incredible leaps in efficiency and performance. Your existing IT systems may have served you well, but today's business challenges require more. Whether you choose to enhance your existing System i® server, or look at new IBM Power Systems™, [XYZ Company] can help you optimize your IT costs in order to maximize ROI, as well as rethink how your infrastructure can serve you best in years to come.

Here's how [XYZ Company] and IBM can help you reduce IT costs while still achieving business goals: 1. By extending the life of your current IT and maximizing your infrastructure investment. 2. By helping you consider more powerful systems that run more efficiently. 3. By helping you optimize your current IT management.

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: Extend the life of your existing IT

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

Subhead: Option 1

Extend the life of your existing IT.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Add more life to your existing servers.

Subhead rationale: This line puts a creative spin on extending the life of your IT.

Short General Copy Block:

[XYZ Company] and IBM can help you analyze your current System i® and System p® servers and suggest enhancements that can improve ROI.

Long General Copy Block:

A recent study suggests companies spend over 80% of their IT budget just keeping their infrastructures up and running. [XYZ Company] and IBM® can help you evaluate what's in your server room and see what can be added on to keep your infrastructure current and efficient—making it possible for you to deliver more business value without spending a fortune.

Step 1: Extend the life of your existing IT—Offerings

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

Subhead: Option 1

Extend the life of your existing IT.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Add more life to your existing servers.

Subhead rationale: This line puts a creative spin on extending the life of your IT.

IBM® Power HA™ copy block:

In some industries, downtime can account for 16% lost revenue[1]. IBM® Power HA™ can be added to existing System i® and System p® servers to enable near continuous application service availability–preventing loss of data, data recovery costs and the associated downtime. It dynamically frees up system resources to accommodate takeover workloads as well as live partition mobility.

Rational® Team Concert Express and Rational® AppScan® Express copy block:

Breathe new life into your System i® and System p® applications. Rational® Team Concert Express is a collaborative software tool that enables development teams to cost effectively support new business opportunities by extending existing applications to the Web. In fact, companies using this software are realizing 25%-50% increases in team productivity[2]. With Rational® AppScan® Express, IT managers can identify and correct costly application security and data privacy issues before they deploy applications to the Web.

Tivoli® Storage Manager Fastback™copy block:

65% of mid-market IT Managers say their company could not recover from a significant data loss. With Tivoli® Storage Manager Fastback™, you can quickly restore any amount of lost data–whether due to corrupt files or a physical disaster. Tivoli® Storage Manager Fastback™ reduces overall storage requirements, while near-instant restore practically eliminates downtime during the recovery process. Plus, it can be integrated into existing backup applications.

[Footnotes]
1. Infonetics Research, The costs of Enterprise Downtime: North American Vertical Markets 2005, Rob Dearborn and others, January 2005.
2. Based upon IBM 2009 customer survey and average results from the ROI Calculator http://www-01.ibm.com/software/rational/rtc/roi/

Step 2: Consider more powerful systems

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

Subhead: Option 1

Consider more powerful systems.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Make your server room a more powerful place.

Subhead rationale: This subhead presents our theme as an opportunity.

Short General Copy Block:

By moving to more powerful systems, companies can save up to 91% on energy and space, with 90% fewer cores.

Long General Copy Block:

If your trusted servers are already 3 years old, new servers may be a smarter move. They can help you save on operational, maintenance and energy costs by consolidating multiple workloads into fewer systems. In fact, recent studies show companies can save up to 91% on energy and space, with 90% fewer cores.

Step 2: Consider more powerful systems— Offerings

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

Subhead: Option 1

Consider more powerful systems.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Make your server room a more powerful place.

Subhead rationale: This subhead presents our theme as an opportunity.

IBM Power Systems™ servers with PowerVM™ copy block:

Moving to the IBM Power Systems™ family of servers with PowerVM™ can give you the versatility, performance and cost savings you need, in an easy to manage server. IBM Power™ 520, 550 and 560 Express come with the POWER™ processor. And by replacing iSeries 810 with Power 520 i Edition, you can save up to $500 in operations costs and increase performance up to 5 times.

IBM BladeCenter® family copy block:

IBM BladeCenter® JS23 Express & IBM BladeCenter® JS43 Express are the world's first scalable POWER™ blades. With built-in PowerVM™, this family of blades allows for virtualization and consolidation, which reduces management and energy costs for midsize companies. By replacing an iSeries 810 with a lease on an i Edition Express for BladeCenter S, you can save up to $600 per month, while increasing performance up to 9 times.

IBM Implementation Services for IBM Power Systems™ copy block:

IBM Implementation Services for IBM Power Systems™ can help you install new servers quickly and cost effectively. You'll get a fixed price and scope, so you're clear on exactly what you're getting and how long it will take. IBM's technical professionals will find ways to consolidate your servers, open up space, implement new virtualization approaches and advanced security features. All without disrupting your company's workload.

Step 3: Optimize your current IT management

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

Subhead: Option 1

Optimize your current IT management.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Make sure your servers are always serving you well.

Subhead rationale: This subhead plays on the word serve to suggest ongoing management.

Short General Copy Block:

[XYZ Company] and IBM® can help you incorporate tools that allow you to simply manage your entire data center–both physical and virtual. All from one place, and one interface.

Long General Copy Block:

Businesses must constantly monitor their server rooms to stay competitive. Whatever you decide for your systems, make sure you continually optimize for maximum return. [XYZ Company] and IBM® can help you incorporate tools that allow you to simply manage your entire data center–both physical and virtual. All from one place, and one interface.

Step 3: Optimize your current IT management—Offerings

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

Subhead: Option 1

Optimize your current IT management.

Subhead rationale: This is a straightforward line that clearly defines the topic.

Subhead: Option 2

Make sure your servers are always serving you well.

Subhead rationale: This subhead plays on the word serve to suggest ongoing management.

IBM® Systems Director 6.1 copy block:

IBM Systems Director 6.1 is a platform management foundation that streamlines the way physical and virtual servers are managed across a multi-server environment. It allows midsize companies to efficiently manage their entire data center, physical and virtual–from one place, with one click. Plus, this platform has been shown to help companies save 34%-42% in administrative costs when compared to unmanaged environments.

Call-to-action & URL

Tip: The Call to Action should be short and give people a reason to act.

Example of writing style:

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

Generic CTA (when you're not promoting a specific offer):

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Solution Brief: IBM BladeCenter JS23/43 Express:
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