



## We couldn't do it without you!

In our Ready to Execute model, we are on a journey to transform our demand generation and management model that simplifies our key messages, standardizes critical assets, and centralizes campaign execution support. This approach is focused on enriching the client experience with IBM, driving higher quality leads with stronger nurture, and increasing yield and conversion.

We are excited about this transformation and look forward to working together to achieve our objectives. Our success is based on our combined commitment. Thank you for your dedication and teamwork!

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## Putting **Ready-to-Execute** in motion

- Enrich** the customer experience with IBM
- Drive** higher quality leads
- Increase** overall yield and conversion rates
- Streamline** campaign development process



# Conditioning, capturing and winning the market with our Ready-to-Execute campaigns

Ready-to-Execute (RTE) is a new model of campaign delivery. The IBM worldwide teams have designed and delivered the campaign strategy, plan, assets and offers as a complete package. At the heart of RTE are eNurture web sites centered on our core software capabilities. Through targeted messaging, integrated social media and digital strategies, RTE is designed to deliver more effective campaigns that increase demand and drive higher yields.

## Market capturing



### ENGAGE

**Capability level pages**

It's your information. Do you have the whole picture?

**Drive to emails launched by IMTs**

**ibm.com product pages**

**Techtarget**

**Google**

**Customer need pages**

If information growth never stops, how do you harness it?

**Drive to emails**

### eNurture

**The self-nurturing journey across IIGEE: User explores areas of interest post-registration**

**Registration page**

**Unica based eNurture to engage conversation**

### Information Integration and Governance eNurture experience

**Big data, integration and governance.**  
Turn information into insight

**Take advantage of today's data explosion to grow your business while controlling costs and reducing risks**

**Unica**

**Responses captured by Unica**

**3-touch eNurture stream launched upon offer download**

**Unica sends eNurture emails to continue the dialog**

**same day**   **2 days**   **+10 days**

**Emails drive to deepening offers on other sites**

### INFORM AND EDUCATE

### Events

**Information Integration & Governance event**

**Information Integration & Governance FORUM**

**Register to attend an event near you**

lead development rep. (LDR) follow up

### PROGRESS

### Workshops

**Selling Information Governance to the Business**

**Best Practices by Industry and Job Function**

**SUNIL SOARES**

## Market categories

<p><b>SmarterAnalytics</b></p> <ul style="list-style-type: none"> <li>Chief Financial Officer</li> <li>Chief Marketing Officer</li> <li>Chief Risk Officer</li> <li>Business Analysis / LOB Relationship Management</li> <li>IT Roles</li> </ul>	<p><b>SocialBusiness</b></p> <ul style="list-style-type: none"> <li>Chief Marketing Officer</li> <li>VP of Sales</li> <li>VP of Human Resources</li> <li>VP of Customer Service</li> <li>IT Roles</li> </ul>	<p><b>Business Agility</b></p> <ul style="list-style-type: none"> <li>Applications Program Office</li> <li>Chief Tech Office &amp; Tech Research</li> <li>IT Operations Management/ System Administration</li> <li>IT Strategy and Enterprise Architecture</li> <li>Software Design &amp; Development</li> </ul>	<p><b>SmarterCities</b></p> <ul style="list-style-type: none"> <li>Mayor</li> <li>City Manager</li> <li>County Officials</li> </ul>	<p><b>SmartCloud</b></p> <ul style="list-style-type: none"> <li>CIO/IT Buyer</li> <li>LOB</li> <li>End Users</li> <li>Corporate Developers</li> <li>ISVs/Sis</li> <li>IT Roles</li> </ul>	<p><b>SmarterCommerce</b></p> <ul style="list-style-type: none"> <li>Chief Marketing Officer</li> <li>VP of Sales</li> <li>VP of Procurement/Supply Chain Management</li> <li>VP of Customer Service</li> <li>Supply Chain Management</li> <li>IT Roles</li> </ul>	<p><b>Expert Integrated Systems</b></p> <ul style="list-style-type: none"> <li>CIO/IT Buyer</li> <li>IT Roles</li> <li>LOB</li> </ul>	<p><b>Smarter Products and Services</b></p> <ul style="list-style-type: none"> <li>Software Design &amp; Development</li> <li>Solution/Software Architecture</li> <li>Testing &amp; Quality Management</li> <li>Product Design &amp; Development</li> <li>System Engineering/Industrial</li> </ul>	<p><b>SmarterSecurity</b></p> <ul style="list-style-type: none"> <li>CIO</li> <li>Chief Compliance Risk Officer</li> <li>IT Operations / Systems Administration</li> <li>Software Configuration and Build</li> <li>Security Management</li> </ul>
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ROLE