

Country Event Enablement Kit
February 5th Power & Storage Announcements

Smarter Computing

February 2013



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1.0 Overview

- 1.1 Purpose of Enablement Kit
- 1.2 Event Objectives

1.0 Overview

1.1 Purpose of Enablement Kit

Purpose

On February 5, IBM introduced the next generation of new and enhanced IBM solutions designed to support the Smarter Computing approach. The new solutions are tailored for Midmarket, GBE and Enterprise clients. All are built with technologies to handle the challenges of a Smarter Planet. The focus of this announcement will be for Power Systems and Storage System solutions.

The purpose of this Enablement Kit is to provide guidance and support to the live events happening after day-of launch, as well as to support existing Smarter Computing, Power and Storage-focused events with updated messaging and assets.

1.2 Event Objectives

Event Objectives

The objective of this ERK is to create global consistency in the messaging and look & feel for Smarter Computing, Power and Storage events, while maintaining flexibility in its application in a cost-efficient manner. Specifically:

- Deliver a strong story around Smarter Computing and leverage WW-endorsed messaging and proof points, help build a strong local story, tailored to the key audience groups, in each country.
- Deliver an event experience that meets and exceeds the expectations of the audience and provides a solid platform to communicate the key benefits of Smarter Computing and IBM Power and Storage System announcements to them.
- Provide event-ready assets for successful onsite event execution to drive consistency in branding for existing events in plan that are associated with Smarter Computing, Power Systems and Storage Systems:

Message Consistency	Global Brand Protection
To employ worldwide message consistency in support of the Smarter Computing, Power Systems and Storage agendas so that IBM's message platform is understood and differentiated in the marketplace.	To ensure a consistent brand experience and "one-brand" approach across all Smarter Computing, Power and Storage events worldwide.



2.0 Messaging

- 2.1 February 5th Key Offerings
- 2.2 Target Audience
- 2.3 Smarter Computing Narrative
- 2.4 Power Systems Narrative
- 2.5 Storage Narrative

2.0 Messaging

2.1 February 5th Key Offerings (included in event guidance)

Power

– Primary

- Power 760
- Power 710 Express
- Power 720 Express
- Power 730 Express
- Power 740 Express
- Power 750 Express

– And

- IBM PureApplication System on Power
(See Pure section)
- IBM Power Linux 7R1, 7R2 follow-ons with POWER7
- IBM Power Linux Solution for WAS Liberty Profile
- IBM Power Linux Big Data Solution for Healthcare

Storage

– Primary

- SmartCloud Storage Access – NEW
- IBM Storwize V7000 Unified
- IBM System Storage TS7600 ProtecTIER Deduplication Solution v3.3
- SONAS R1.4
- Real-time Compression Appliance
- XIV R3.2

2.2 Target Audience

TARGET SEGMENTS FOR ENTERPRISE PERSPECTIVE:

1. Power enterprise install customers (technology refresh)
2. Enterprise companies needing consolidation platforms (LE & GBE)
3. Companies requiring compute-intensive workloads OLTP, business processing, HPC
4. Competitive
5. Workload-based; industry-aligned

TARGETED PERSONAS:

- CIOs
- IT Directors & Operations
- Infrastructure Architects
- LOB (secondary)

TARGET SEGMENTS FOR MIDMARKET PERSPECTIVE:

1. Power Express servers install base, including AIX, IBM i- and Linux- based systems
2. Midmarket companies with analytics needs (e.g., retail and healthcare)
3. VARs & resellers and regional SIs
4. MSPs

TARGETED PERSONAS:

- IT Directors
- Line of Business
- CXOs

2.0 Messaging

2.3 Smarter Computing Narrative



Smarter Computing: V3 Release 2

The world is changing. Is your infrastructure ready?

Provocation The forces of a Smarter Planet (instrumentation, intelligence, interconnectedness) are fueling growth and innovation – cloud, analytics, social business, and mobile aren't simply remaking computing, they are remaking business. This new era presents an opportunity for organizations to reshape the value they deliver, but cost, complexity and risk are standing in the way.

In order to realize the value of a Smarter Planet, clients are looking to:

Why	...shift investment from maintaining IT infrastructure to pursuing new projects while reducing cost	...leverage insight and information to gain competitive advantage	...reduce risk and reputational harm against data breaches, system failure or data loss
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In response, IBM is helping clients transform their IT infrastructure by using a

Smarter Computing Approach:

	CLOUD READY	DATA READY	SECURITY READY
How	<ul style="list-style-type: none"> an efficient, scalable infrastructure improved speed & flexibility business innovation 	<ul style="list-style-type: none"> shared access to trustworthy information actionable insight on operational data maximum availability of business insight 	<ul style="list-style-type: none"> data security & integrity trusted identity & access minimal overhead to meet compliance requirements

What IBM IS INVESTING IN A PORTFOLIO OF SYSTEMS TO UNIQUELY ADDRESS CLIENTS' EVOLVING NEEDS...

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2.0 Messaging

2.4 Power Systems Narrative



Demonstrate understanding market & customer needs through relevance

Provocation	The world is changing and IT plays an increasingly critical role in driving business growth and innovation. In addition to existing core business applications, today's businesses depend on big data, cloud, mobile and social business. Businesses of all sizes need to manage this new mix of transactional business applications and information-centric workloads with a system that can deliver both performance and function. They need the ultimate system for compute-intensive workloads to:		
Why	DELIVER IT OPERATIONAL EFFICIENCY	CONTINUALLY DRAW INSIGHT FROM DATA	ENSURE IT INFRASTRUCTURE INTEGRITY
Companies of all sizes have common and distinctive needs			
Enterprise	<ul style="list-style-type: none"> IT optimization – cost, efficiency Cost savings, attractive pay-as-you-go model for cloud Performance and availability Integration 	<ul style="list-style-type: none"> Business continuity & high availability Growth of mobile internet usage, mobile workers, explosion of consumer-oriented mobile applications Improving corporate decision-making Customer acquisition and customer retention 	<ul style="list-style-type: none"> Security Reduce enterprise infrastructure threats that come through the Internet and other connectivity Better management and mitigation of business risk – reduction of Governance and Risk Compliance cost, reduced risk of non compliance
Mid Market	<ul style="list-style-type: none"> Seeking efficiency – few headcount & cost concerns – need to improve management & higher utilization Control growing IT complexity Deliver new capabilities 	<ul style="list-style-type: none"> Reliable, stable environment Use data more strategically to improve client experience, drive business Insights & differentiate from competitors Shift resources from maintenance to transformation & innovation 	<ul style="list-style-type: none"> Ensure security against external threats Manage requirements for auditing and compliance Risk of business disruption & impact to the business Security and control of data
How	CLOUD DYNAMIC EFFICIENCY	DATA BUSINESS ANALYTICS	SECURITY ENHANCED COMPLIANCE

These core capabilities are strengthened through the delivery of new key technologies & continued innovation...

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2.0 Messaging

2.5 Storage Narrative



Smarter Storage

Provocation	The Smarter Planet is generating an explosion of data. The insights our clients gain from this data allows them to outperform their peers and deliver greater customer value, as well as gain and sustain a competitive advantage. IBM Smarter Storage helps our clients not only manage the growing amount of data with limited budgets, but also create the efficient, scalable, secure infrastructure required to gain valuable insights.		
Why	IMPROVE STORAGE EFFICIENCY & AGILITY	MEET THE PERFORMANCE NEEDS OF THE MOST DEMANDING APPLICATIONS	PROTECT THE BUSINESS FROM HARM
	The demands of a Smarter Planet require a new approach to storage – a more intelligent, more efficient, more automated approach that fundamentally changes the way we think about storage		
	CLOUD DYNAMIC EFFICIENCY	DATA BUSINESS ANALYTICS	SECURITY ENHANCED COMPLIANCE
	These core capabilities are strengthened through the delivery of key technologies and continued innovation:		
How	Efficient, virtualized and automated to meet the scale, cost and management challenges	Automated data placement for faster insights	High-speed encryption and role-based authentication
What	<ul style="list-style-type: none"> • Easy to deploy, simple to use self-service portal for storage provisioning, monitoring and reporting in a few minutes instead of requiring manual administrator intervention that typically takes days • 15% better energy efficiency and 10 Gb Ethernet support • More efficient storage utilization in Windows 2012 server environments 	<ul style="list-style-type: none"> • Increase performance up to 4.5x for random and 5x for sequential data base workloads • Double compression performance supporting large complex environments 	

For internal use only



3.0 Strategic Guidance

- 3.1 Agenda Recommendation and Resources
- 3.2 Event Planning Timeline
- 3.3 IBM Signature Experience Overview for Small Events
- 3.4 Social Media Guidance for Launch Events

3.0 Strategic Guidance

3.1 Agenda Recommendation and Resources

The **Smarter Computing: February 5th, 2013 Integrated Launch Wiki** is your one-stop shop for access to everything you need to execute a successful event.

Download:

- demand-gen assets
- client presentations
- videos
- collateral
- tools

that have been specifically created to support this event agenda.

For IBM Business Partners hosting power- or storage-focused events, visit the **Smarter Computing Program Event-in-a-Box page on Partnerworld.**



Smarter Computing: What's Next. Ready Now.

WHO SHOULD ATTEND:

Enterprise Perspective: CIOs, IT Directors & Operations, Infrastructure Architects, LOB (secondary)

Midmarket Perspective: IT Directors, Line of Business, CXOs

Agenda Items

Registration & Continental Breakfast

Executive Introduction, Welcome

- Executive Introduction, Welcome
- Smarter Computing: What's Next. Ready Now.
The IT infrastructure that Enables a Smarter Planet

Ready Now for What's Next – Transform Your Business with IBM Power Systems **(Mandatory)**

Client Speaker – Value/Benefits of leveraging Power + Storage Technology

- Power Systems Enterprise Overview **(Mandatory to choose at least one. Select what best fits your market needs)**
- Power Systems MM/GBE Focused

PureFlex Announcement Overview **(Optional: if MSPs are included in the audience)**

IBM Smarter Storage Launch Overview Announcement **(Mandatory)**

Closing Comments

Optional Networking Time:

- 1:1 Meetings
- Meet the Experts
- Networking “TweetUp”

3.0 Strategic Guidance

3.2 Event Planning Timeline

Timing	Face-to-Face Event	Virtual Event	Status
12 WEEKS PRIOR	Project Planning Establish team, determine budget, develop event marketing brief (EMB), raise PO, create project schedule	Project Planning Establish team, determine budget, develop event marketing brief (EMB), raise PO, project schedule	<input type="checkbox"/>
11 WEEKS PRIOR	Strategy and Scoping Objectives established, project scope defined; identify and lock in venue	Strategy and Scoping Objectives established, project scope defined; become familiar with the Smarter Computing Virtual Event Center	<input type="checkbox"/>
10 WEEKS PRIOR	Content Planning Identify speakers and key assets	Content Planning Identify speakers and key assets	<input type="checkbox"/>
9 WEEKS PRIOR	Communication Planning Define communications strategy and plan, identify audiences and databases or online communities	Communication Planning Define communications strategy and plan, identify audiences and databases or online communities	<input type="checkbox"/>
8-7 WEEKS PRIOR	Online Presence Registration and/or event microsite, link to EST and Unica, leverage established social media channels	Online Presence Registration and/or event microsite, link to EST and Unica, leverage established social media channels, prep VEC	<input type="checkbox"/>
6 WEEKS PRIOR	Content Build Commences Establish agenda and format, presentations and supporting assets	Content Build Commences Establish agenda and format, presentations and supporting assets	<input type="checkbox"/>
Timeline continues on next page			

3.0 Strategic Guidance

3.2 Event Planning Timeline

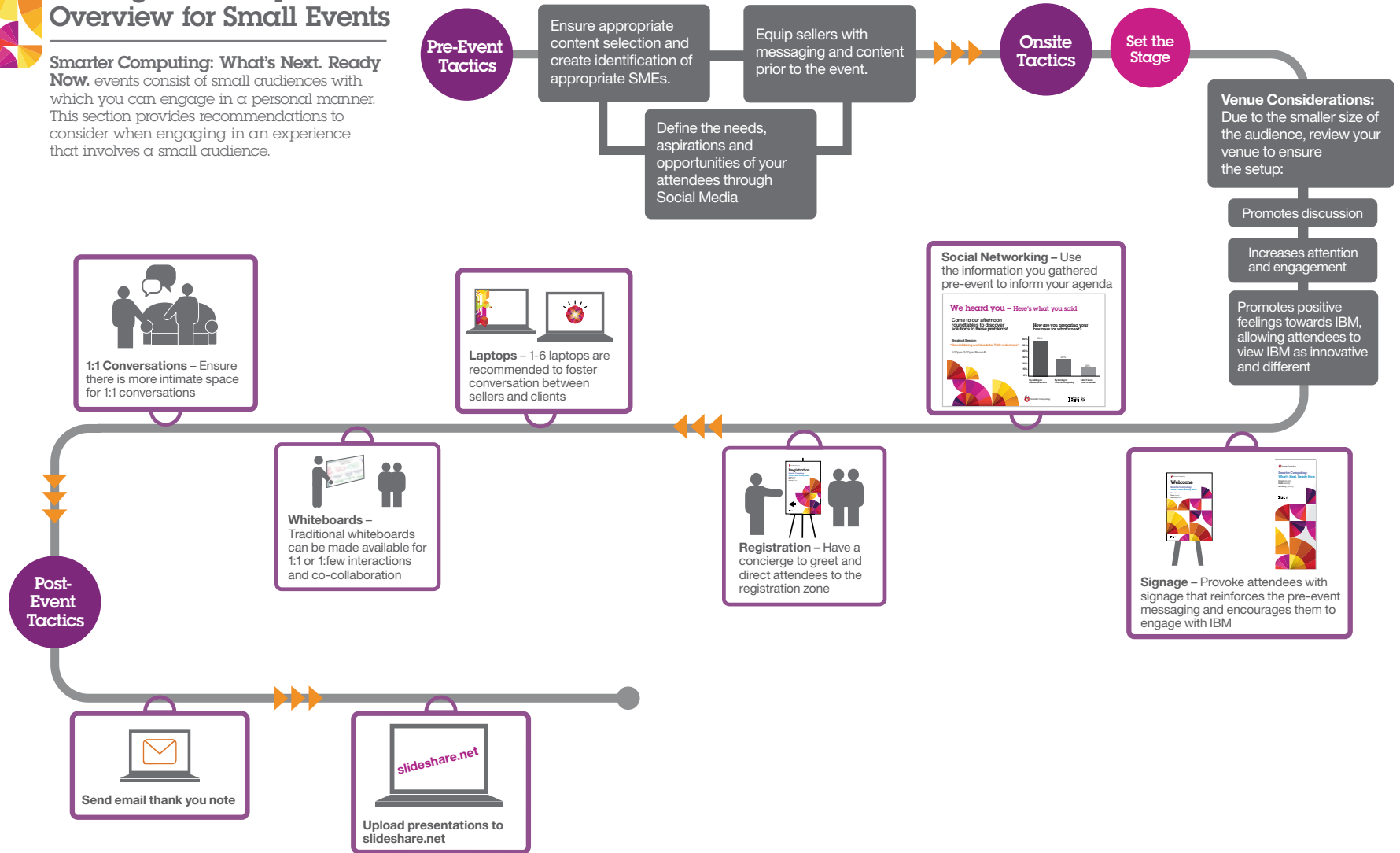
Timing	Face-to-Face Event	Virtual Event	Status
5 WEEKS PRIOR	Communications & Drive-To Commences Send first communications and invitations; maintain drumbeat through planning timeline. Engage subject-matter experts to tweet/blog about your event or content area	Communications & Drive-To Commences Send first communications and invitations; maintain drumbeat through planning timeline. Engage subject-matter experts to tweet/blog about your event or content area	<input type="checkbox"/>
4 WEEKS PRIOR	Finalize Content Finalize PPT presentations, confirm all speakers, finalize agenda	Finalize Content Finalize presentations, confirm all speakers, finalize agenda, record videos of speaker(s)	<input type="checkbox"/>
4-3 WEEKS PRIOR	Print & Produce Materials Engage internal or external vendors for printing or production of collateral for use onsite (signage, agendas, brochures, surveys, giveaways, etc.)	Populate Content Videos, presentations and supporting resources added to environment	<input type="checkbox"/>
2 WEEKS PRIOR	Finalize Experience Solidify attendee count with vendors, finalize registration numbers	Team Training Set up access for speakers, booth representatives; training	<input type="checkbox"/>
1 WEEK PRIOR	Live Day Ready Walk through content, final checks, ready to execute!	Live Day Ready Walk through environment, final checks, ready to go live!	<input type="checkbox"/>

3.0 Strategic Guidance

3.3

IBM Signature Experience Overview for Small Events

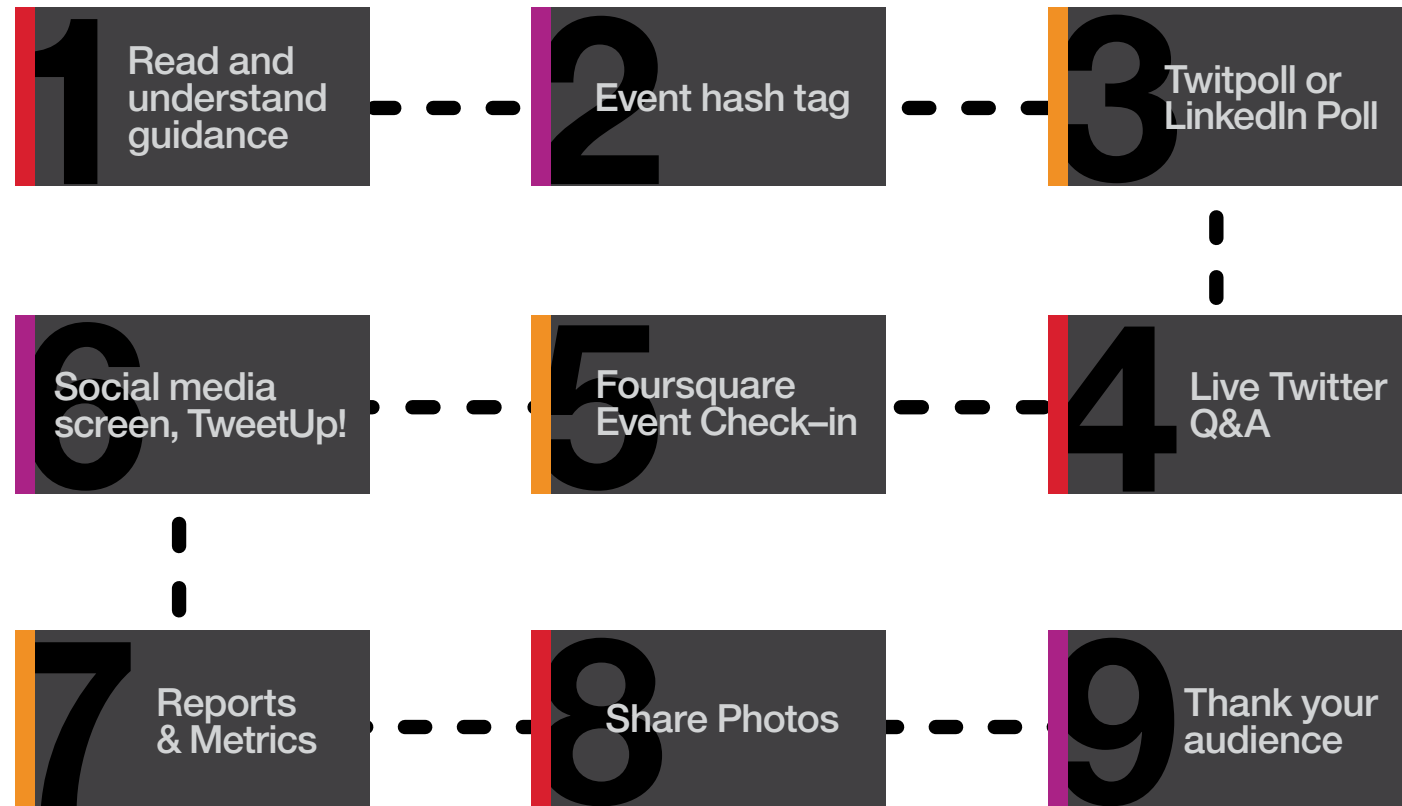
Smarter Computing: What's Next. Ready Now. events consist of small audiences with which you can engage in a personal manner. This section provides recommendations to consider when engaging in an experience that involves a small audience.



3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

Your Roadmap to Social: 9 BASIC STEPS



This social media events guidance has been tailored specifically for smaller audiences.

The guidance is segmented into easy-to-implement sections with step-by-step, actionable elements.

3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

Framework

Prepare	Engage	Follow Up
4-6 Weeks Prior to Event	During Event	Post-Event, within 1-2 wks
A. Connect with Worldwide	A. Interact & Engage	A. Measure
B. Generate Buzz for local events	B. Communicate & Share	B. Share
C. Solicit feedback: polling		C. Close

3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

Step 1: Prepare

4-6 WEEKS PRIOR TO EVENT – EVENT DATE


A **CONNECT WITH WORLDWIDE**

- Join the STG Social Empowerment Community
- Leverage WW-produced social media research, tip sheets, social media venues
- Know the IBM Social Computing Guidelines




B **GENERATE BUZZ**

- Create a hashtag for your local event
- Repurpose WW-produced tip sheets to fit your event
- Engage SMEs to promote your event in local blogs
- Encourage IBMers to promote your event on their personal social handles



C **SOLICIT FEEDBACK**

- Create a poll to survey prospective audience about event components (potential speakers, format, venue, business challenges, etc.)
- Work with social venue owners to post questions or polls on their sites (e.g., IBM System z Facebook page)
- RESPOND to your social comments and inquiries



3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

Benefit:

The Worldwide team already has many social and digital media practices and policies in place that will make it easier for you to execute your own program at the event level.

Step 1: Prepare: Connect with Worldwide



ACCESS SOCIAL TIP SHEETS BY TOPIC

- 1 Follow the **STG Social SME & SBM Community**
- 2 Read and know the **IBM Social Computing Guidelines & Social Brand Guidelines**
- 3 Visit the **Digital Execution Framework** to understand IBM policies & **Frequently Asked Questions** on setting up social channels
- 4 Understand and employ **STG's tracking guidance**
- 5 Identify SMEs for social conversations
- 6 Leverage an event hashtag (see following page for guidance)

3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

Step 1: Prepare: Generate Buzz

USING A TWITTER HASHTAG:



For launch events with fewer than 50 attendees, use the launch hashtag: **#SCReadyNow**



For launch events with 51-250 attendees, create your own hashtag: **#SCReadyNowCity**



For launch events with 251+ attendees, be sure to provide your custom hashtag to Renèe Bain for WW tracking inclusion

What is a Hashtag?

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.



People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets & help them show more easily in Twitter Search.

Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.

Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.

Hashtagged words that become very popular are often Trending Topics.

3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events











Benefit:

Evangelizing your event using social media can lead to increased attendance, awareness, tracking and overall success.

Step 1: Prepare: Generate Buzz










- 1 Use** hashtag in Twitter posts talking about your event or content that will be shared, etc. (see previous slide)
- 2 Circulate** hashtag and encourage SMEs and other IBMers to tweet using your hashtag
- 3 Leverage** pre-written tweets from Tip Sheets when tweeting
- 4 Ask** WW twitter handles to retweet your tweets (see next slide)
- 5 Be sure** to include your tracked registration page's link in your posts! (Refer to STG Tracking Guidance)

3.0 Strategic Guidance

	 Smarter Computing	 Power Systems	 PureApp	 System z	 Storage	 Competitive
	@IBMSmrtrCmptng	@ibmpowersystems @IBMPowerLinux	@ibmpuresystems	@ibm_system_z	@ibmstorage @ibmtivoli	@ibmopeninvite
	Smarter Computing			System z Mainframe	IBM System Storage Group IBM Smarter Storage	
	IBM Smarter Computing	IBM Power Systems	Expert Integrated Systems	IBM System z	System Storage	
		IBM Power Systems		IBM System z		

@-tag relevant venues along with your event hashtag on Twitter!

3.0 Strategic Guidance

	 Technical Computing	 System Networking	 System x	 WW Midmarket	 STG WW BP
	@ibmHPC	@IBMSysNet	@ibmsysxblade	@MidmarketIBM	@IBMSystemsBPs
		IBM System Networking Facebook	IBM System x Blades	IBM for Midsize Businesses	IBM Systems Worldwide Business Partners
		IBM System Networking YouTube	IBM System x Blades	IBM for Midsize Businesses	IBM Systems Business Partners
			IBM System x Blade		

3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

Benefit:

Incorporating prospective audience feedback into actual event planning, content and logistics tells your audience that you are addressing their needs.

Step 1: Prepare Solicit Feedback

USE PRE-EVENT POLLING

- 1** Examples:
 - On Twitter
 - On LinkedIn
- 2** Include a link to the survey in your pre-event communications, share it on your social venues.
- 3** Ask social media influencers and SMEs to share polls on Twitter and Facebook.
- 4** Embed polls on event microsite.
- 5** Gather data and use responses in your event planning.
 - Include findings in workload-specific roundtable discussions
 - Indicate findings on special signage around event

SAMPLE POLLING QUESTIONS:

- “How are you preparing your business for What’s Next?”
- “What is your projected 2013 spend on cloud infrastructure?”
- “What’s the biggest threat to your data center?”

3.0 Strategic Guidance


3.4 Social Media Guidance for Launch Events

Step 2: Engage

A **INTERACT**


Employ social engagement tactics at your event:

- digital experiences
- live Q&A via Twitter
- location-based media



ONSITE AT EVENT **B** **COMMUNICATE & SHARE**

- Encourage followership by sharing in-demand content only via certain social vehicles
- Communicate pertinent event information
- **MONITOR** your social feeds and **RESPOND TO** questions, feedback, negative comments immediately

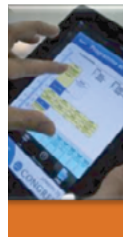


3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

Step 2: Engage

Interact with your audience



CREATE DIGITAL EXPERIENCES

- Digital takeaways – photo ops with SMEs or executives, guest speakers, etc.
- Encourage your audience to tweet their photos using your event hashtag!



EMPLOY QR CODES

- QR Codes link to special offers, further product information, key content downloads
- Create a QR code:
 - <http://www.the-qr-code-generator.com/>
 - <http://www.qrstuff.com/>
- Use QR code image on event signs, handouts



HOST A LIVE Q&A

- Identify a guest speaker, SME or executive willing to host a live Q&A during the event
- Pre-plan the time and “virtual venue” for the chat (e.g., the speaker’s Twitter handle)
- Instruct participants to use the event hashtag when posting questions
- Actively monitor the Q&A feed to handle any hostile or inappropriate comments efficiently



USE LOCATION-BASED SOCIAL MEDIA

Create a “location” for your event on Foursquare or Gowalla and encourage your attendees to “check in” at your event



HOST A NETWORKING HOUR “TWEETUP”

- Consider featuring a compelling guest
- Combine this with your networking reception
- Have badges for everyone to write their Twitter handles on (or include this as a part of your registration badge)
- Announce/promote pre- and during event



DISPLAY SOCIAL SCREENS AROUND VENUE

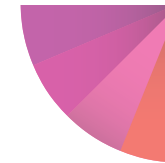
Use **TweetDeck** or **Postano** to display an aggregation of all the social media activity around your hashtag (and other relevant content) on a plasma screen at your event



Create a memorable, tangible experience in which your attendees can take part.

3.0 Strategic Guidance

3.3 Attendee Journey (Signature Experience)



Step 2: Engage

Interact with your audience: Schedule a TweetUp

- 1 DETERMINE THE TIME & LOCATION** of the TweetUp, e.g., “Conference Room B at 4:00 p.m”
- 2 SET A GOAL FOR THE TWEETUP.** Do you want to socialize with attendees? Integrate a “meet-the-experts” element? Deep dive on Power or Storage content in a more intimate setting?
- 3 PROMOTE YOUR TWEETUP** using your event (or the launch) hashtag on Twitter, on Facebook, in your pre-event communications and in your event agenda.
- 4 HAVE A DRAW:** include one-on-one access to your executive or guest speaker, a signature beverage or food item, or access to an opportunity or entertainment element.
- 5 CONFIRM YOUR TWEETUP** event often to ensure ample attendance.
- 6 THANK YOUR ATTENDEES!**

What is a TweetUp?

A TweetUp is a real-life meeting organized on the social networking web site Twitter.

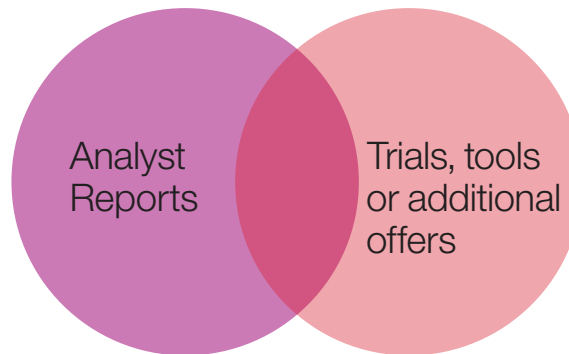
3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

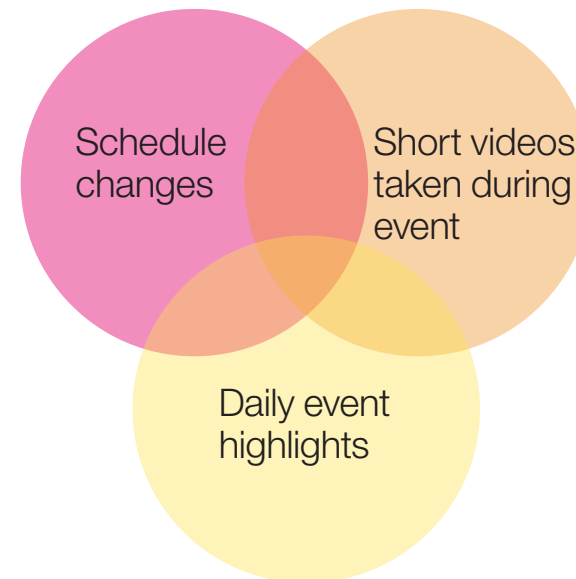
Step 2: Engage

Communicate and share

PROMOTE ONLINE DIGITAL CONTENT



COMMUNICATE EVENT UPDATES USING YOUR EVENT'S TWITTER HASHTAG



Benefit:

Use social media to distribute valuable content to your attendees to further boost your social metrics.

3.0 Strategic Guidance


3.4 Social Media Guidance for Launch Events

Step 3: Follow Up

POST-EVENT, WITHIN 1-2 WEEKS


A **MEASURE**

Use hashtracking.com to monitor your custom tag activity each day




B **SHARE**

- Distribute digital content from event
- Share photos from the event experiences
- Include your social measurements as a part of your post-event reporting



C **CLOSE**

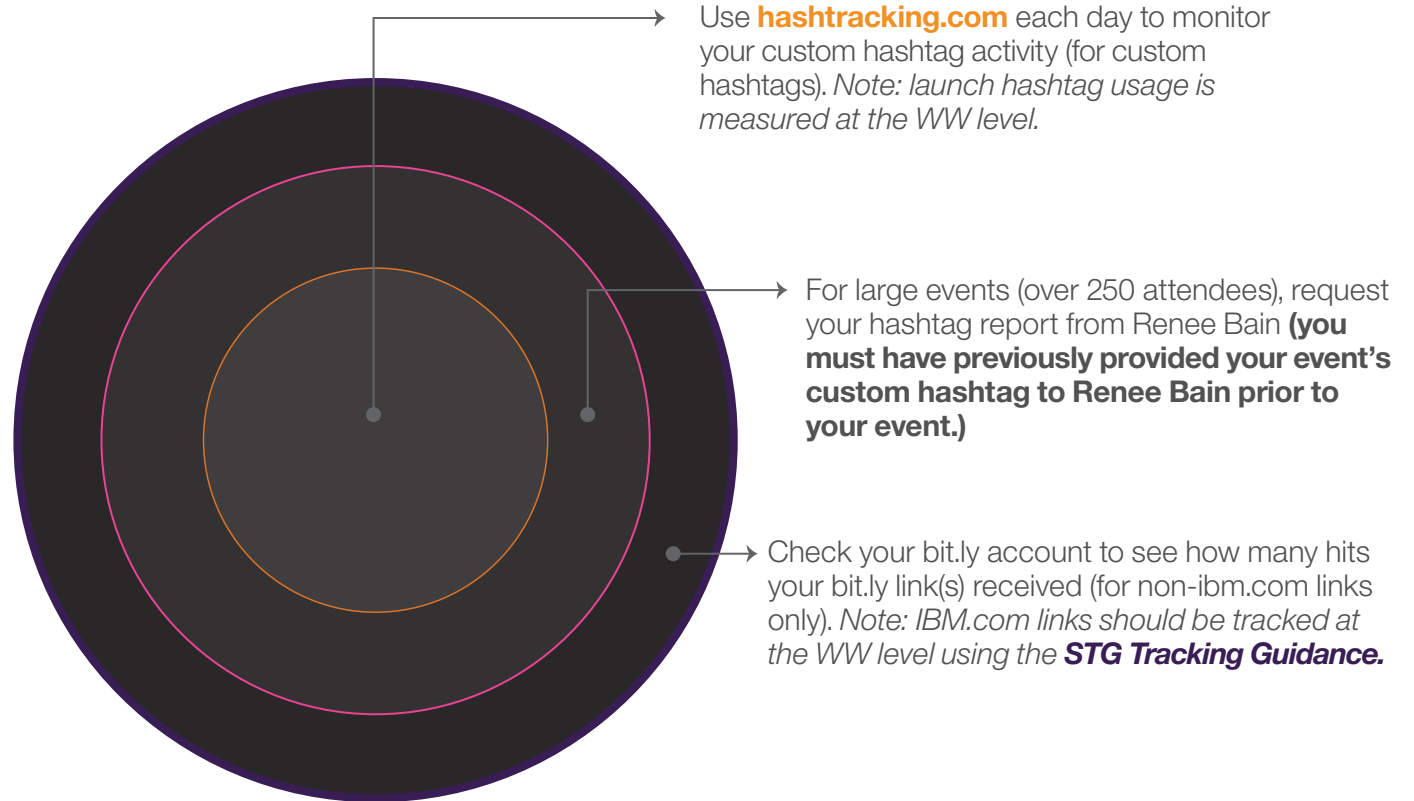
- Thank your audience
- Continue to respond to questions submitted via social channels – social media is a two-way street!



3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events

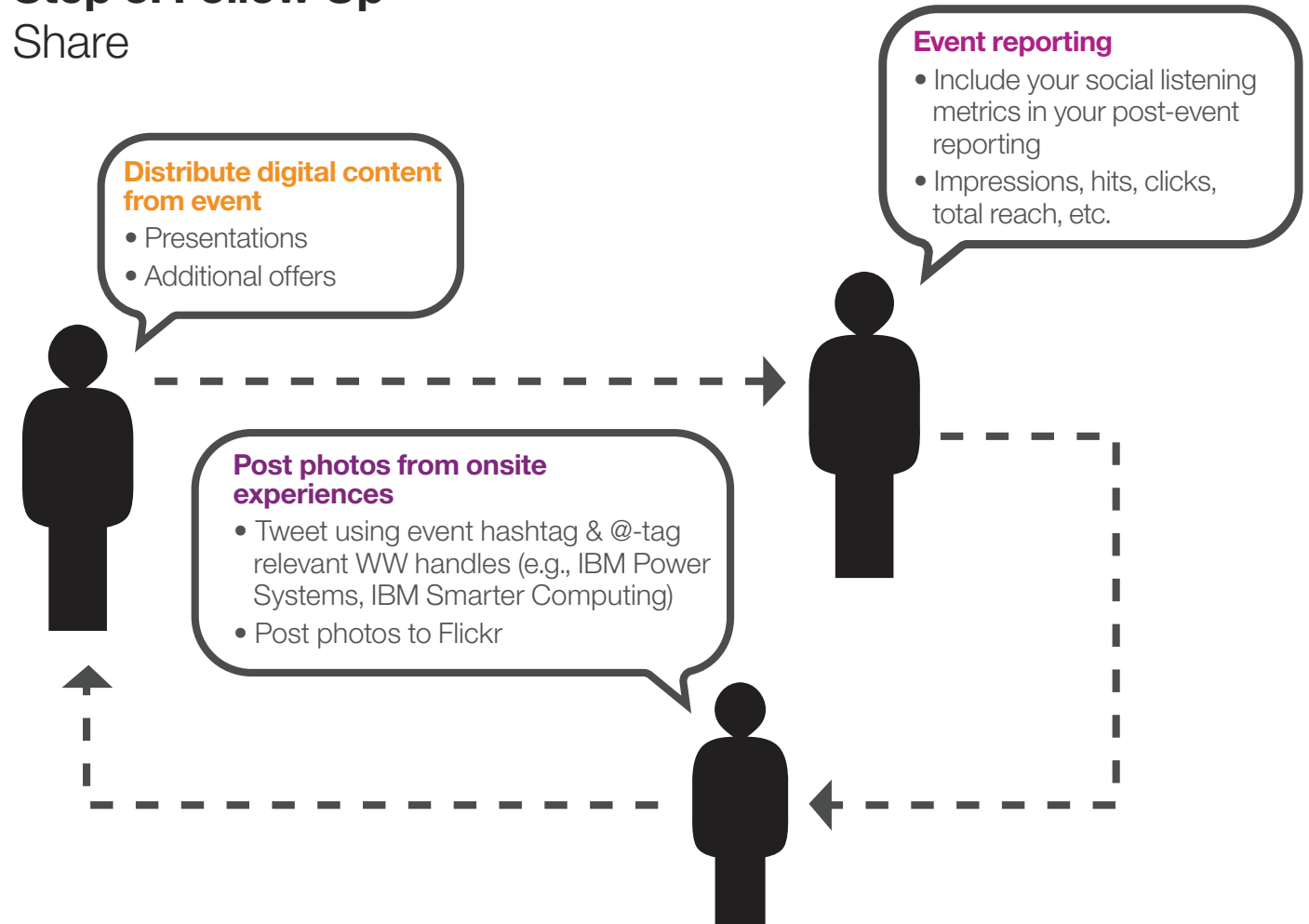
Step 3: Follow Up Measure



3.0 Strategic Guidance

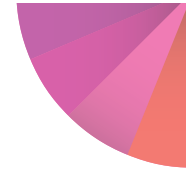
3.4 Social Media Guidance for Launch Events

Step 3: Follow Up Share



3.0 Strategic Guidance

3.4 Social Media Guidance for Launch Events



Step 3: Follow Up Close

- 1 UTILIZE THE @-TAG**
feature on Twitter to recognize individuals directly & publicly to thank them
- 2 WRAP UP ANY TWEET CHATS**
or live Q&A sessions by thanking participants
- 3 CONSIDER SENDING ACTIVE USERS**
a DM (direct message) as a thank you, or a link to a special offer
- 4 BE SURE TO ADDRESS**
any negative comments, feedback or questions in a timely & efficient manner.



4.0 Creative Guidance

- 4.1 IBM Smarter Computing Artwork
- 4.2 IBM Logo Usage
- 4.3 Smarter Planet Usage
- 4.4 Color Palette
- 4.5 Typography

4.0 Creative Guidance

4.1 IBM Smarter Computing Artwork



4.0 Creative Guidance

4.2 IBM Logo Usage

IBM Logo Usage

There is only one IBM corporate identity, the IBM 8-bar logo. The IBM 8-bar logo uniquely distinguishes the company from competitors and other companies. The IBM 8-bar logo needs to appear in every event experience at some level.

How to Recognize Positive/Negative Versions:

Look at the “M.” The positive version has a sharp point in the middle downstroke. The negative version is blunt. The negative version also uses slightly thicker bars for better reproduction. The IBM logo should be separated from other elements by a distance approximately equal to its height. This distance, as shown here, should be considered the minimum uninterrupted space surrounding the logo.

Correct Usage and Identification of the Positive/Negative IBM Logos:

✓ Correct

100% Black

100% White

POSITIVE IMAGE LOGO

NEGATIVE IMAGE LOGO

✓ Correct This logo is using an approved color from the color palette.

✗ Incorrect This logo is NOT using an approved solid color from the color palette.

✓ Correct The IBM logo is positioned over this image allowing for proper contrast.

✗ Incorrect This logo is positioned over a busy background NOT allowing for proper contrast.

4.0 Creative Guidance

4.3 Smarter Planet Usage

Smarter Planet Usage

Planet Icon with IBM Logo

A graphic treatment that pairs the IBM logo with the smarter planet icon will be used throughout the STG WW IT Optimization event collateral.

Either the eastern or western view of the chubby planet icon can be used, as appropriate for your country.

The following examples highlight **correct usage** of the smarter planet icon in conjunction with the IBM logo.



Eastern View: Horizontal



Eastern View: Vertical



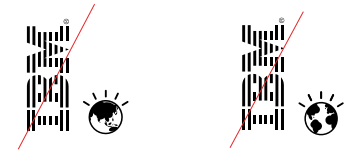
Western View: Vertical



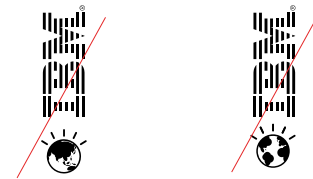
Western View: Horizontal

The following examples highlight the **incorrect usage** of the smarter planet icon in conjunction with the IBM logo.

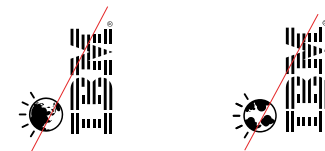
A. When vertical, the planet icon should not appear to the right of the IBM logo.



B. When vertical, the planet icon should not appear under the IBM logo.



C. The planet icon should not appear rotated or inverted.



4.0 Creative Guidance

4.4 Color Palette

Color Palette

Smarter Planet Color Palette

					
YELLOW 1 PMS 115C C0 M9 Y80 K0 R255 G255 B79 HEX #FFE14F	YELLOW 2 PMS 7406C C0 M18 Y100 K0 R255 G207 B1 HEX #FFCF01	YELLOW 3 PMS 124C C0 M30 Y100 K0 R253 G184 B19 HEX #FDB813	BLUE 1 PMS 2905C C44 M1 Y0 K0 R131 G209 B245 HEX #82D1F5	BLUE 3 PMS 2995C C87 M1 Y0 K0 R0 G178 B239 HEX #00B2EF	BLUE 5 PMS 301C C100 M46 Y5 K18 R0 G100 B157 HEX #00649D
					
ORANGE 1 PMS 144C C0 M50 Y95 K2 R241 G144 B39 HEX #F19027	ORANGE 2 PMS 158C C0 M62 Y100 K10 R221 G115 B28 HEX #DD731C	ORANGE 3 PMS 159C C5 M80 Y100 K23 R184 G71 B27 HEX #B8471B	BLUE 2 PMS 306C C79 M0 Y6 K5 R0 G176 B218 HEX #00B0DA	BLUE 4 PMS 640C C100 M11 Y3 K16 R0 G138 B191 HEX #008ABF	BLUE 6 PMS 2955C C100 M55 Y10 K48 R0 G63 B105 HEX #003F69
					
RED 1 PMS 7417C C0 M85 Y85 K0 R240 G78 B55 HEX #F04E37	RED 2 PMS 186C C0 M100 Y88 K9 R217 G24 B45 HEX #D9182D	RED 3 PMS 187C C5 M100 Y85 K30 R168 G16 B36 HEX #A91024	TEAL 1 PMS 326C C80 M0 Y39 K10 R0 G166 B160 HEX #00A6A0	TEAL 2 PMS 7474C C95 M0 Y45 K40 R0 G118 B112 HEX #007670	TEAL 3 PMS 323C C100 M0 Y50 K55 R0 G96 B88 HEX #006058
					
PINK 1 PMS 204C C0 M59 Y5 K0 R243 G137 B175 HEX #F389AF	PINK 2 PMS 219C C0 M90 Y0 K0 R238 G62 B150 HEX #EE3D96	PINK 3 PMS 227C C6 M100 Y7 K20 R186 G0 B110 HEX #BA006E	GREEN 1 PMS 376C C50 M0 Y100 K30 R140 G198 B63 HEX #8CC63F	GREEN 2 PMS 361C C80 M1 Y100 K0 R23 G175 B75 HEX #17AF4B	GREEN 3 PMS 348C C100 M4 Y87 K18 R0 G138 B82 HEX #008A52
					
PURPLE 1 PMS 241C C30 M100 Y0 K5 R171 G26 B134 HEX #AB1A86	PURPLE 2 PMS 255C C50 M100 Y0 K15 R127 G28 B125 HEX #7F1C7D	PURPLE 3 PMS 2627C C75 M100 Y0 K50 R59 G2 B86 HEX #3B0256	OLIVE 1 PMS 583C C15 M5 Y100 K30 R165 G162 B21 HEX #A5A215	OLIVE 2 PMS 582C C40 M27 Y100 K25 R131 G131 B41 HEX #838329	OLIVE 3 PMS 581C C40 M40 Y100 K55 R89 G79 B19 HEX #594F13

4.0 Creative Guidance

4.5 Typography

We are standardizing the use of a few core typefaces for the majority of applications, plus several accent typefaces. Helvetica will continue to be the primary sans serif typeface. New typeface Lubalin has been recently introduced.

Lubalin should be primarily used for numbers, facts and statistics such as the provocative facts.

Helvetica Neue Light
Helvetica Neue Light Italic

Helvetica Neue Roman
Helvetica Neue Roman Italic

Helvetica Neue Medium
Helvetica Neue Medium Italic

Helvetica Neue Bold
Helvetica Neue Bold Italic

Lubalin Book

Lubalin Book Oblique

Lubalin Demi

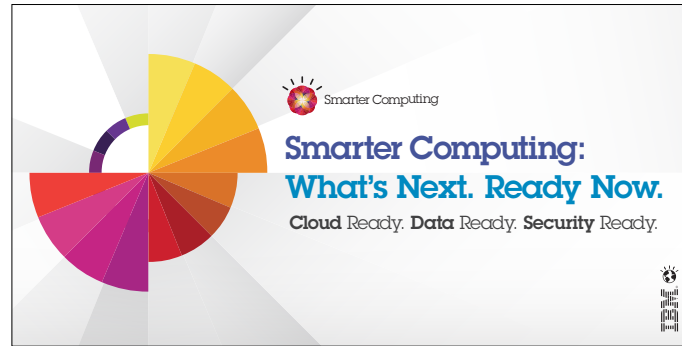
Lubalin Demi Oblique



5.0 Creative Assets

5.0 Creative Assets

Event Banner
96" x 48"



5.0 Creative Assets

Directional Easel Sign
24" x 36"



Registration Board



5.0 Creative Assets

Agenda Board
8.5" x 11"



Smarter Computing

Agenda

Smarter Computing:
What's Next. Ready Now.

Cloud Ready.
Data Ready.
Security Ready.

Morning Session

Start Time	Finish Time	Activity
08:00am	09:00am	Registration
09:00am	10:30am	Opening General Session
10:30am	11:05am	Morning Coffee
11:05am	11:55am	Session 1
12:00pm	01:00pm	Lunch
01:00pm	02:30pm	Session 2
02:30pm	03:00pm	Afternoon Coffee
03:00pm	04:30pm	Session 3

IBM

Agenda Board



5.0 Creative Assets

Welcome Sign
24" x 36"

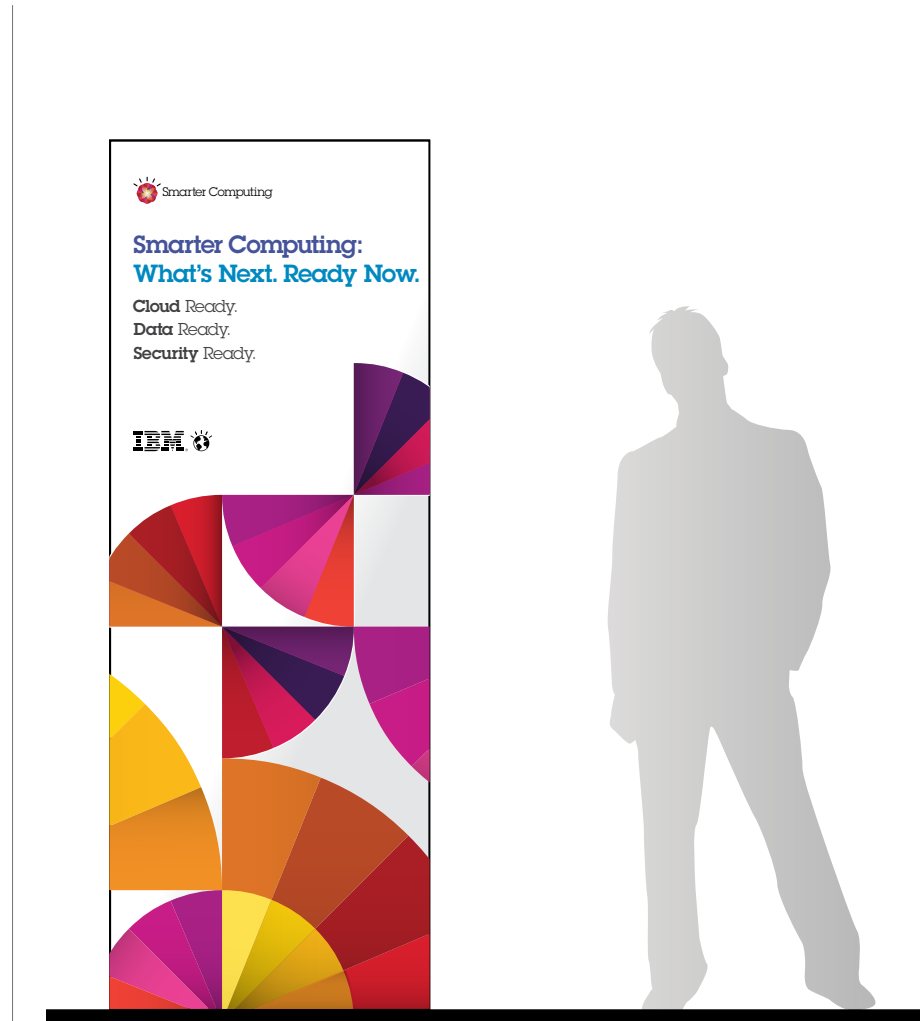


Welcome Board



5.0 Creative Assets

Event Quickscreen



5.0 Creative Assets

Name Badge
4" x 3"



Name Badge

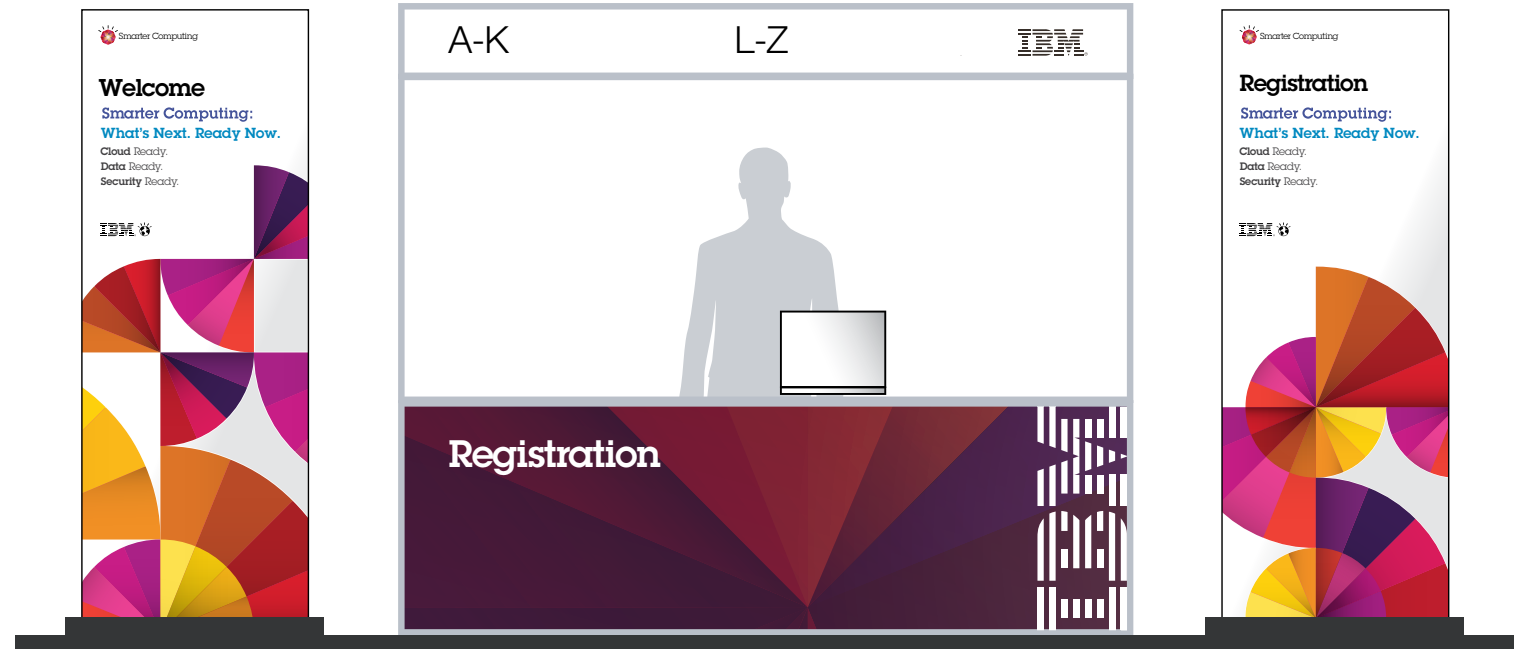
5.0 Creative Assets

Registration Space (small)



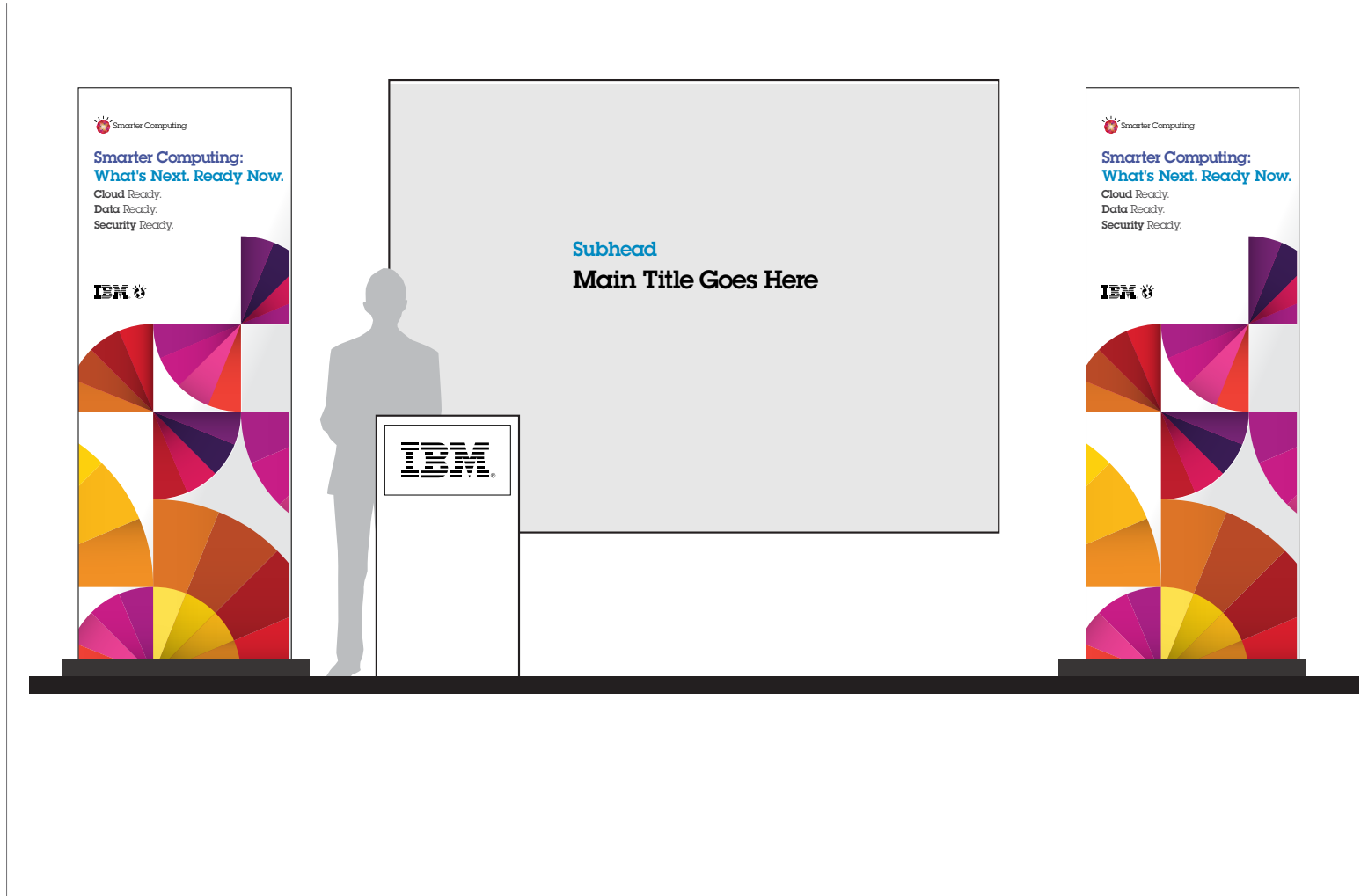
5.0 Creative Assets

Registration Space (large)



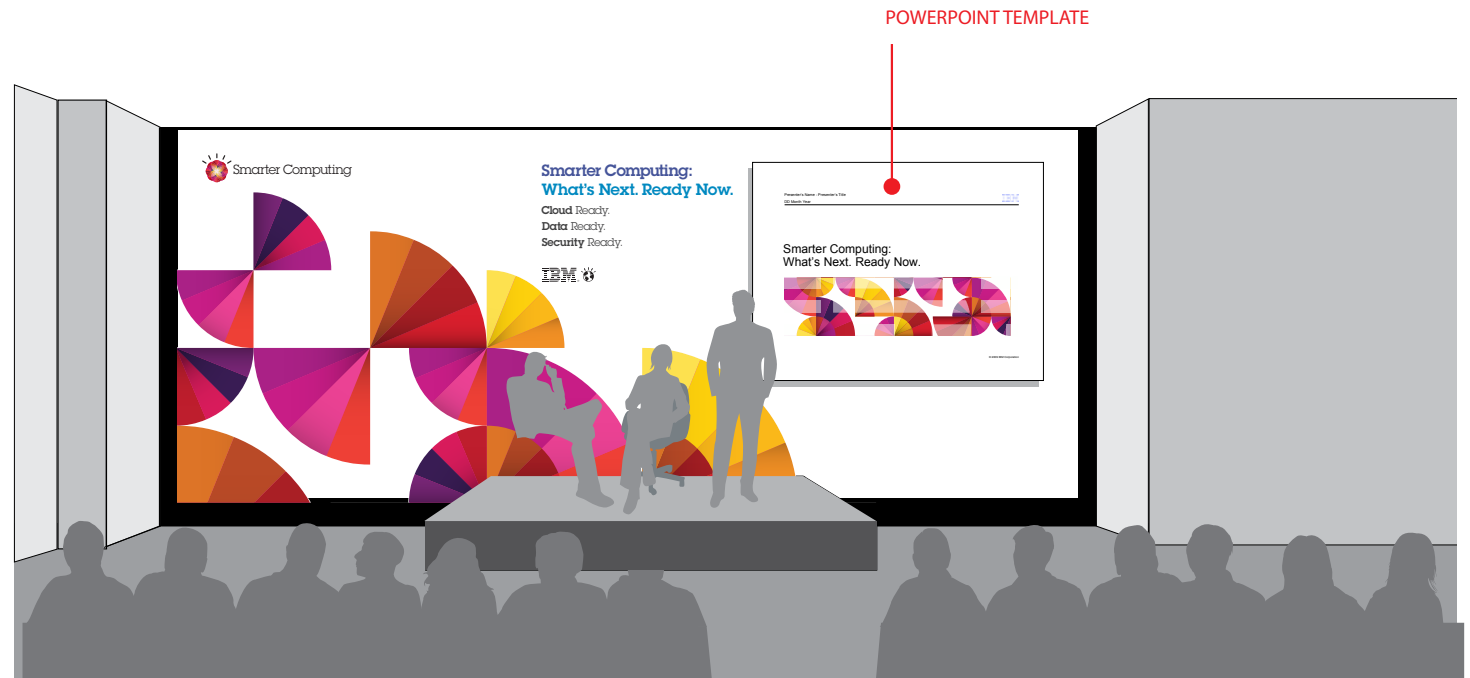
5.0 Creative Assets

Stage Design (small)





5.0 Creative Assets

Stage Design (large)




5.0 Creative Assets

Lead Capture Form

Smarter Computing: What's Next. Ready Now.

Cloud Ready.
Data Ready.
Security Ready.



Thank you for attending IBM's Event Name

Please take the time to complete this form.

MR/MS/MRS/DR/OTHER _____

NAME _____

POSITION _____

COMPANY _____

ADDRESS _____

PHONE _____

EMAIL _____

IMPORTANT PRIVACY INFORMATION: Thank you for completing this form. This data may be used by IBM or selected organizations to provide you with information about other offerings, and may be stored on servers located overseas.

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1. Do you Suscipuusto dolere tat prat. Ut voloreet, volotissed tet laorper sed deliquis enisist tat. Ut praessim ipisist?

Yes No

2. Is your server infrastructure Suscipuusto?

Yes No

3. What percentage (%) of your production workload Suscipuusto dolere tat prat?

None
 Less than 20%
 50-75%
 Greater than 75%

4. What workload area are you Suscipuusto dolere tat prat. Ut voloreet, sim volotissed?

Server
 Desktop
 Analytics
 Storage
 Cloud Test/Dev

5. Would you like to meet with IBM/Suscipuusto dolere tat prat. Ut voloreet, sim volotissed?

This month
 Next month
 January/February 2009
 Later, please specify _____

1. Do you Suscipuusto dolere tat prat. Ut voloreet, volotissed tet laorper sed deliquis enisist tat. Ut praessim ipisist?

Yes No

2. Is your server infrastructure Suscipuusto?

Yes No

3. What percentage (%) of your production workload Suscipuusto dolere tat prat?

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Server
 Desktop
 Analytics
 Storage
 Cloud Test/Dev

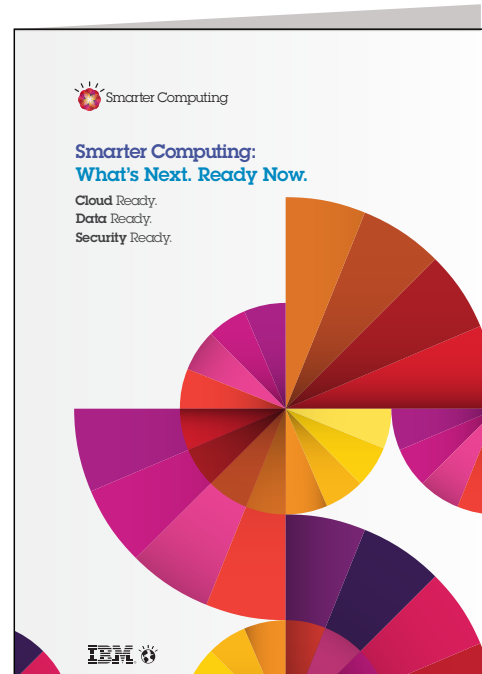
5. Would you like to meet with IBM/Suscipuusto dolere tat prat. Ut voloreet, sim volotissed?

This month
 Next month
 January/February 2009
 Later, please specify _____

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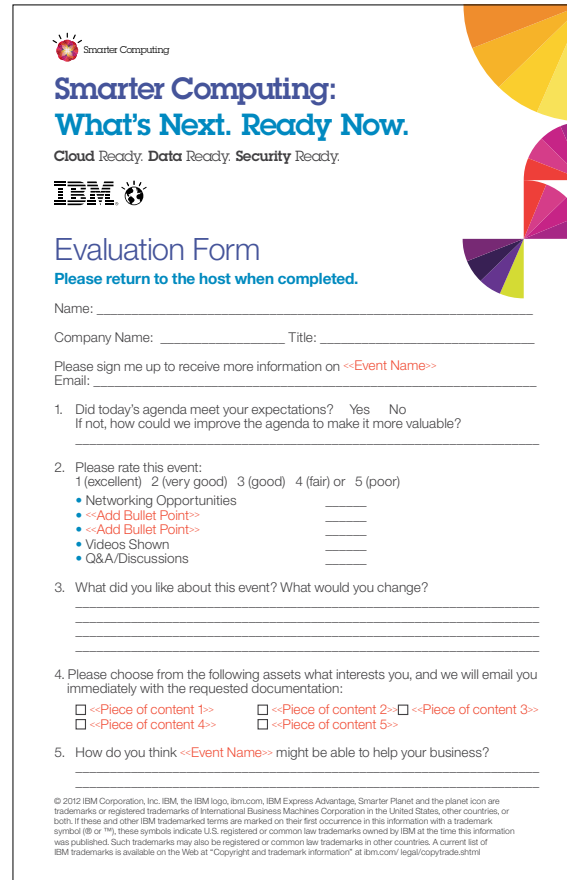
5.0 Creative Assets


Collateral Folder



5.0 Creative Assets


Evaluation Form



 Smarter Computing

Smarter Computing:
What's Next. Ready Now.

Cloud Ready. Data Ready. Security Ready.

 IBM

Evaluation Form

Please return to the host when completed.

Name: _____

Company Name: _____ Title: _____

Please sign me up to receive more information on <<Event Name>>
Email: _____

1. Did today's agenda meet your expectations? Yes No
If not, how could we improve the agenda to make it more valuable?

2. Please rate this event:
1 (excellent) 2 (very good) 3 (good) 4 (fair) or 5 (poor)
 - Networking Opportunities _____
 - <<Add Bullet Point>> _____
 - <<Add Bullet Point>> _____
 - Videos Shown _____
 - Q&A/Discussions _____
3. What did you like about this event? What would you change?

4. Please choose from the following assets what interests you, and we will email you immediately with the requested documentation:
 <<Piece of content 1>> <<Piece of content 2>> <<Piece of content 3>>
 <<Piece of content 4>> <<Piece of content 5>>
5. How do you think <<Event Name>> might be able to help your business?

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5.0 Creative Assets

Agenda Document
8.5" x 11"



The image shows a vertical agenda document template. At the top left is the Smarter Computing logo, which consists of a red sun-like icon with rays and the text "Smarter Computing". Below the logo is the word "Agenda" in a large, bold, black sans-serif font. Underneath "Agenda" is the tagline "Smarter Computing: What's Next. Ready Now." in a smaller, blue sans-serif font. Below the tagline are three lines of text: "Cloud Ready.", "Data Ready.", and "Security Ready.", each on a new line. The main section is titled "Morning Session" in a bold, black sans-serif font. Below this title is a table with three columns: "Start Time", "Finish Time", and "Activity". The table contains seven rows of data, each separated by a horizontal line. To the right of the text is a large, colorful graphic consisting of several overlapping, semi-circular shapes in various colors (red, orange, yellow, green, purple, blue) arranged in a vertical, cascading pattern. At the bottom right of the graphic is the IBM logo.

Smarter Computing

Agenda

Smarter Computing:
What's Next. Ready Now.

Cloud Ready.
Data Ready.
Security Ready.

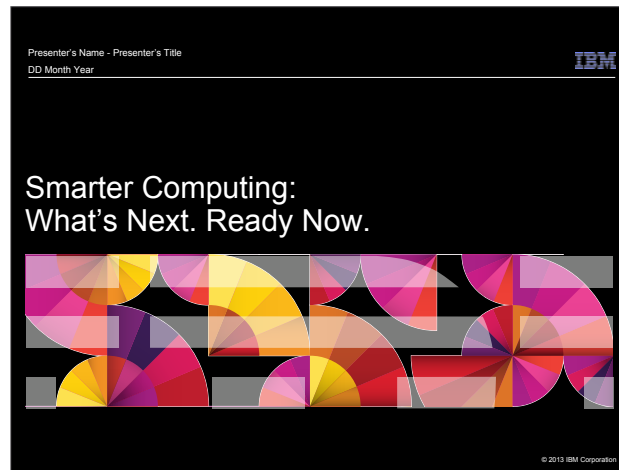
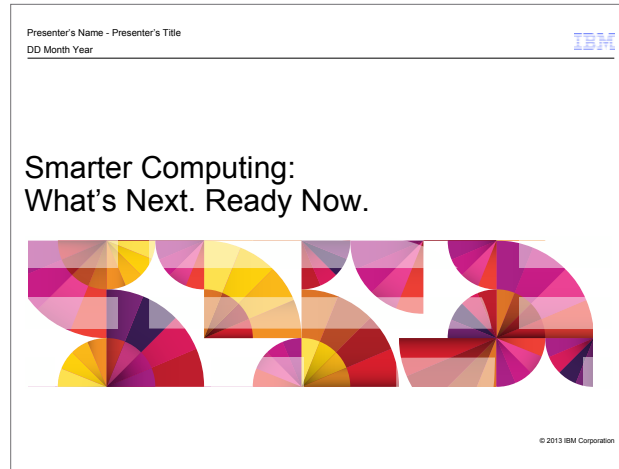
Morning Session

Start Time	Finish Time	Activity
08:00am	09:00am	Registration
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10:30am	11:05am	Morning Coffee
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02:30pm	03:00pm	Afternoon Coffee
03:00pm	04:30pm	Session 3



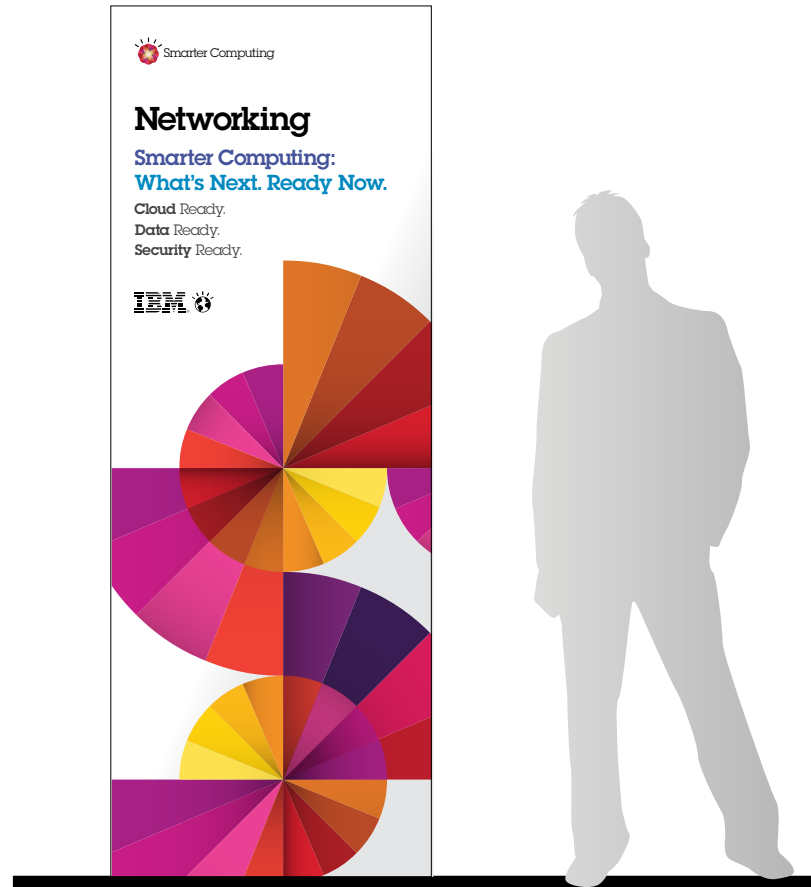
5.0 Creative Assets

PowerPoint Templates



5.0 Creative Assets

Networking Quickscreen





6.0 Resources and Contacts

6.1 Creative Asset Download Instructions

6.2 Contacts

6.0 Resources and Contacts

6.1 Creative Asset Download Instructions

Accessing Event Assets

The assets shown in this document can be accessed via The IBM Event Experience Exchange (E3). E3 is IBM's new event asset and global guidance platform and is the default location for obtaining all IBM's event marketing brand assets and experience resource kits.

Visit <http://ibme3.gpj.com>

User Name: guest@ibm.com

Password: guest

Navigate to the relevant assets using the following folder path:

Folder Path: 003 IBM Market Categories and Programs > 009 Smarter Computing > 03 Smarter Computing Event Assets

If you experience difficulty logging into E3 please send an email from your registered email address to: support@dna2.com

6.0 Resources and Contacts

6.2 Contacts

IBM

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