



Business Analytics software

IBM Business Analytics: Overview

A reference for creating and designing communications



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** Portions of content in this guide are drawn from other sources, including IBM branding guides*

Introduction

The IBM brand is experienced through multi-faceted interactions with how it looks, sounds, thinks and performs. As marketing and communication professionals, the work we do every day determines how IBM is perceived by the world.

This document provides specific guidance on IBM branding and the Business Analytics creative expression.

Given the relative profitability of the IBM Software Group and the higher market valuations of software businesses, it has become clear that IBM has a lot to gain from a stronger association with software. Therefore, the establishment of “IBM Software” in the market will emphasize the critical role we play as part of the Smarter Planet vision. We are doing this by creating a more unified IBM Software story, by refreshing our brand assets to create stronger awareness and resonance; and by putting a greater emphasis on IBM’s collective software capabilities, rather than individual product families and divisions.

Business Analytics software

Analytics continues to be one of IBM’s top priorities and one of the company’s most important growth opportunities. As a result, in January 2009, Business Analytics was established as a stand-alone Software division along with Lotus, Rational, Tivoli, Information Management and Industry Solutions. Business Analytics is now an integral part of the newly expanded IBM Software story and a driving force in our company’s growth strategy.

The Brand

- The IBM brand is one of the most instantly recognizable brands in the world. According to the 2011 Interbrand report, IBM ranks as the second most valued brand in the world: www.interbrand.com/en/best-global-brands/best-global-brands-2008/best-global-brands-2011.aspx.
 - IBM invests hundreds of millions of dollars on global marketing and communications. These investments deliver greater value in strengthening the brand when all deliverables follow the same basic standards, regardless of country, language or medium.
 - Every output, large or small, says something big about the IBM brand.
-

The guidelines in this document will introduce you to the design that visually represents IBM Business Analytics software in the marketplace. Elements from the Business Analytics and Optimization demo, Analytics Quotient launch and Business Analytics Forum served as creative inspiration to further connect our customers to visuals they already recognize from the Business Analytics. The look and feel uses the Smarter Planet color palette. The hexagon design illustrates how products within IBM’s extensive Business Analytics software portfolio interact, overlap, connect and intersect to form the right solution for our customers.

Please note, Stacey Balkansky or Sue Marino must be part of the review cycle for all assets to ensure the branding adheres to the IBM and Business Analytics branding. For further direction or clarification on these guidelines, please contact Stacey Balkansky at sbalkansky@us.ibm.com.





Marks and logos

Marks and logos – IBM

The IBM logo is the IBM look. It is our signature — the graphic expression of our company's personality. It is used to identify, authenticate, document and lend authority whenever and wherever it appears.

Created by legendary graphic designer Paul Rand in 1972, its basic design has remained unchanged over the past four decades, and it stands as one of the most recognized corporate trademarks in the world.

The IBM logo is among our most valuable assets. Its integrity must be maintained at all times.

Proper usage

The consistent, visible use of the IBM logo reinforces our brand, makes it more memorable and authenticates our company. For this reason, we always use the logo artwork exactly as it is provided. We do not alter its shape in any way.

Specifically, we do not:

- Distort the proportion or shape
- Separate the letters
- Combine with another company's logo (unless granted co-marketing/co-branding permission)
- Draw on the logo or add characters
- Pair with graphic elements of other IBM brands
- Create new versions of logo artwork
- Alter the logo with an outline, boldface, highlight or shape around it
- Add text to the logo or use it within a headline, name or sentence

Additional information can be found on the copyright and trademark information page at www.ibm.com/legal/us/en/copytrade.shtml

Using the logo at events

A guide created specifically for event sponsorship uses can be found at: w3.tap.ibm.com/w3ki07/download/attachments/600001802661/IBM+LOGO+USAGE+GUIDELINE+S+FOR+EVENT+SPONSORSHIPS.pdf?version=1. This PDF provides details on the standards and requirements for your use of the IBM logo in your event materials and web sites. You may use the logo if you meet one of the three following requirements: You are an event sponsor or contributor, activity sponsor or speaker. To use the IBM logo, the scope and nature of IBM's participation and the source of the communication must be clear. The logo may be used on materials to market the event, venue signage and event websites. Please review the guidelines to ensure you are complying with the requirements. More information about merchandise use can also be found on page 6 of this guide.

IBM

Blue 1

IBM

Blue 2

IBM

Blue 3

IBM

Blue 4

IBM

Blue 5

IBM

Teal 1

IBM

Teal 2

IBM

Green 1

IBM

Green 2

IBM

Green 3

IBM

Olive 1

IBM

Olive 2

IBM

Olive 3

IBM

Yellow 2

IBM

Yellow 3

IBM

Orange 1

IBM

Orange 2

IBM

Orange 3

IBM

Red 1

IBM

Red 2

IBM

Red 3

IBM

Pink 2

IBM

Pink 3

IBM

Purple 1

IBM

Purple 2



Marks and logos

Negative and positive versions

There is only one IBM logo; however, there is a positive and a negative version with subtle design differences to ensure legibility in printing.

You can differentiate the two by looking at the “M.” The positive version has a sharp point in the middle down-stroke. The negative version is blunt – and also uses slightly thicker bars for better reproduction.

A Positive image logo, 100% black



IBM

B Negative image logo, knockout white



Using the logo over imagery

Be sure that the image behind the logo is uniform in tone and does not obscure the logo.

- If the background is dark, the logo should drop out to white.
- If the background is light, the logo should be black
- On a white or black background, use the logo in IBM Blue (PMS 2718) rather than black or white if possible.
- If you plan to print on imagery or a colored background, be cautious; the background could make the logo illegible.

The authoritative palette

This core set of colors is used to convey an official tone in communications and materials like business cards, letterheads and corporate reports: A Black, B White, C IBM Blue (PMS 2718), D PMS Cool Gray 11.

A IBM

B IBM

C IBM

D IBM

Expanded palette

We treat the logo in a multitude of colors to create stronger connections between our brand and the ideas we communicate. For most official uses, the logo appears in the core colors of black, blue, gray and white. However, there are many occasions on which it is appropriate for the logo to appear in color. Deciding on a particular color requires consideration of the context in which the logo is being used – for example, what colors are prominent in the piece of communication and/or what tonal quality is intended.

Partner logos

IBM Business Partners may not use the IBM corporate logo. Business Partners who have achieved the Advanced level in PartnerWorld can use the IBM Business Partner emblem, and those who have achieved Premier level can use the IBM Premier Business Partner logo. Information about the Business Partner emblem can be found at: www.ibm.com/partnerworld/pwhome.nsf/weblook/emblem_welcome.html



Marks and logos

Logo requests from non IBM companies

Permission must be granted to people outside of IBM who wish to use the corporate logo. To obtain permission to use any IBM logo, contact your IBM representative or the IBM Call Center at 1-800-IBM4YOU (1-800-426-4968) and ask for Corporate Branding. A formal request using the IBM logo request tool can be done at the following link: w3.ibm.com/marketing/branding/logotool.

General promotional merchandise guidelines

Based on this instruction, the following examples indicate how NOT to apply the IBM logo, brand marks and other identifiers. Because this is not a complete list, you must make prudent judgments that take into account IBM's intentions and guidelines.

The IBM logo, brand marks or any other approved identifiers should NOT be applied to:

- Trivial or trite items that could tarnish or degrade the brand
- Any item that could potentially subject IBM to liability
- Items that promote smoking or drinking, e.g., cigarettes, cigars, beer, etc.
- Tattoos and stickers that can be placed in inappropriate areas
- Pornographic, sexually suggestive or explicit material
- Food or food-type items, e.g., candy wrappers, cocktail napkins, disposable water bottles, popcorn bags, etc.
- Products that could be deemed as dangerous or harmful, e.g., knives, laser pointers, water pistols, etc.
- Rugs, floor mats, anything you can wipe your feet on
- Items that promote gambling, unless they are relevant for a specific event

- Inappropriate or distasteful items, e.g., earrings, undergarments, pantyhose, etc.
- Flammable products or products containing chemicals, e.g., candles, body lotions, creams, air fresheners, alcohol or static wipes, etc.
- Situations where it is likely to be damaged or disfigured through normal wear and tear
- Any edible foods such as chocolates, candy, cakes etc.
- Any items with a Warning Label
- Product code names are not used on promotional merchandise
- Acronyms should not be used on promotional merchandise unless they are widely accepted within a geographic area. Exceptions require approval
- Country flags or symbols should not be used on IBM branded materials.

Usage and legal requirements

The IBM logo appears on every piece of IBM communication. On printed literature, it generally appears on the front and back covers. In video, it generally appears in the beginning and at the end, as a sign-off.

In the United States, one appearance, generally the sign-off, is accompanied by the ® mark. In other geographies, local legal counsels should be consulted for trademark guidance.



Marks and logos



Smarter Planet icon

In order to use the Smarter Planet icon in your materials, the content must meet certain requirements. The information that follows does not replace approval to use the icon. To learn more please visit w3-03.ibm.com/marketing/advertising/smarterplanet.html#3

How to determine if your communication is “smart.”

When developing a communication, it is important to determine whether or not the solution in focus is considered to be “smart” and therefore should be promoted in the Smarter Planet campaign look and feel.

A Smarter Planet reference solution must exhibit characteristics of the “three I’s:”

- Instrumented – Includes data capture or integration. Anything that captures reliable digital information and feeds it into a system is eligible.
- Interconnected – Integrates data laterally across an end-to-end process, system, organization, industry or value chain. Must demonstrate industry expertise. Also may integrate data that exists in an instrumented way or “en masse” and not associated with a system in particular – like Web 2.0 interconnectivity.
- Intelligent – Yields new insights across the system, enabling actions that support continual improvement. Outcomes must improve the end-user experience or organizational ecosystem. Best examples are systems where insights are “real-time” forward-looking or predictive.

When determining whether a communication is “smart,” ask these three questions:

1. Does the product or service fulfill a customer or prospect need to help them succeed on a Smarter Planet (at least one “I”)?
2. Does the communication tell you something you didn’t know or offer a unique perspective on the subject matter?
3. Is there compelling, “neck-snapping” proof to support the Smarter Planet story?

If you are having trouble determining whether or not your communication is smart, please contact the Smarter Planet team for guidance.

If your communication does not meet the Smarter Planet communications criteria

If you have determined that your communication does not meet the criteria for what is considered “smart,” you may still leverage the overall creative look of the IT Manager Smarter Planet campaign — cognitive puzzles — with the following restrictions:

Do not include:

- “Smart” or “smarter” messaging in headline or copy
- The “Smarter technology for a Smarter Planet” eyebrow
- The “A smarter planet needs smarter software, systems and services Let’s build a Smarter Planet.” signoff
- Any Smarter Planet icons
- The IBM Smarter Planet logo lockup. Use IBM logo only.



Marks and logos

Business Analytics

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Overview

The most tangible assets of any brand are its marks and logos. When coherently applied, these marks can trigger powerful, instant brand recognition. For this reason, distinctive marks, colors and typefaces will be used to reinforce the Business Analytics identity.

Business Analytics software capability

The Business Analytics division was established at a critical transition point in the company's branding strategy; a time when our entire software story is being consolidated and our branding assets are transforming.

Business Analytics The Business Analytics division has created a black and white lockbox for use in marketing materials (shown at left). All materials must use the IBM logo as the primary mark and the BA lockbox as a secondary mark. No other marks (icons, logos, word-marks) should be used. Please note, there is no color assigned to the BA lockbox. Available for download is a black version, a version in a white box and a gray option as well. All published materials which do not include the Business Analytics mark do not need to be updated. However, all new materials should include it.

Sunsetted marks and logos

The "Cognos software" logo, "SPSS, an IBM Company" logo, "Clarity, an IBM Company" logo, "OpenPages, an IBM Company" logo and the former Algoristhics logo no longer exist as graphic entities. The Clarity name is only used when talking about Clarity 7 (now called IBM Clarity 7). The Clarity FSR product is now Cognos FSR. Published materials do not need to be updated. However, new materials should not include retired graphic entities. Please do not use them in your marketing materials.





Copyright and trademark guidelines

General guidelines for marking trademarks

- The IBM logo must appear on all IBM communications, accompanied by the registration mark (or the appropriate mark for your geographical area)
- Trademarked IBM software brands, subsidiaries, products and services should be marked with ® or ™ as appropriate
- Trademark symbols should be used the first time an item appears on the page. Thereafter they can be omitted.
- Because the IBM logo is always marked with ® on the back cover of printed literature, there is no need to mark IBM in body copy
- When the logo appears on both the front and back covers of a printed communication, the registration mark should appear only on the back cover logo
- In cases such as promotionals, banners or websites, registration marks should appear on the front or at the beginning of the piece
- For style purposes, do not mark the first occurrence in a headline or title. It is not necessary to use ® or ™ in cover letters.
- Check with local IP counsel regarding the use of trademark symbols outside the U.S.

Order of trademark attributions

The trademark attribution should list IBM products first, followed by company trademarks, followed by the generic trademark attribution for all other companies. Within each category, trademarks should be listed alphabetically.

Always include the IBM logo in the list of trademarks. For example; AIX, IBM and the IBM logo are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both.

Trademark attributions for non-IBM companies

With few exceptions, it is not necessary to mark other company trademarks. However, the following statement should appear on the trademark attribution page: "Other company, product and service names may be trademarks or service marks of others."

IBM has contracts with five other companies requiring IBM to mark their trademarks with ® or ™. Refer to the [IBM Trademark Web page](#) regarding these contracts. You need only mark and attribute those marks that you actually use.

Non-IBM trademarks

Trademarks of companies that have legal agreements with IBM.

- Do not mark first occurrence in text, with ® or ™.
- List the trademarks in the attribution statement.
- Put the non-IBM trademark attribution text immediately after the appropriate boilerplate text for the IBM trademarks.
- Arrange the attribution statements in alphabetic order by company name.
- Use a separate paragraph for each special non-IBM company unless space does not permit.

The following are non-IBM trademarks that BA writers may encounter:

Linux, UNIX, Microsoft, Windows, Windows NT, and the Windows logo, Java and all Java-based trademarks and logos

Adobe, the Adobe logo, PostScript, and the PostScript logo, Intel, Intel logo, Intel Inside, Intel Inside logo, Intel Centrino, Intel Centrino logo, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium



Copyright and trademark guidelines

See the [Copyright and trademark information](#) page for the complete list of special non-IBM trademarks.

In summary, only IBM trademarks are noted in our collateral. However, in the attribution statement we do call out only the “[special non-IBM trademarks](#).”

Trademarks of other companies

When non-IBM products or companies are not included in the attribution list of non-IBM trademarks, carefully spell and capitalize those product names as the other companies do.

- Those names might be trademarks, and, even though we are not required to mark or attribute them explicitly.
- Precede the first occurrence of non-IBM trademarks with the name of the trademark owner.

IBM trademarks

- Mark first occurrence in text, with ® or ™: no mark for subsequent mentions.
- List IBM, the IBM logo, and ibm.com in the trademarks attribution statement.
- List brand names and product names in the attribution statement if they are trademarks.
- List only the brand and product names that are the main subject of the document.

See the [Copyright and trademark information](#) page for the complete list of IBM trademarks. As well as trademarks in the main list, the following partial list of brand/product names should be marked on first use. In addition to the IBM trademark list, the following brands and product names should be marked on the first use and included in the IBM attribution statement.

N® logo, IBM® Netezza®, Netezza Performance Server®, NPS®, Pintail™, Skimmer®, Twinfin®, Clarity.Confidence.Control®, Command Center®, Intelliclose®, OpenPages®, OpenPages® device, Sarbanes Oxley Express®, SOX Express®, and The New Era of Risk Management® Clementine®, Lexiquest®, and Quancept®

Legal guidance

Do not include every single trademarked brand or product name in the attribution statement; instead, include only those brand and product names that are the subject of the marketing information. For example, a brochure about Lotus might mention DB2 and WebSphere products, but the attribution statement would include only the Lotus brand and the Lotus Notes product.

BA writers' guidance

When in doubt, include the brand/product name in the attribution statement.

Other guidance

Trademark symbols are not required in:

- Titles, headings, covers, or citations to book titles
- Tables of contents
- Figure lists or table lists
- Captions of figures or tables
- Examples and example phrases
- Glossaries
- Index entries



Copyright and trademark guidelines

IBM product families such as SPSS and Cognos are registered trademarks. Business Analytics, however, is not a trademarked term.

Trademarks on the web

- Mark the first occurrence on each web page.

Other

- Trademarks should be used as adjectives that qualify nouns instead of as nouns.
- Do not use trademarked terms in possessive form.
- Do not combine a trademark with other words, or with prefixes, suffixes, symbols, or numbers, either as one word or with a hyphen (e.g., POWER5-based systems; AIX/UNIX).

SPSS/Cognos example

[Headline] IBM SPSS Modeler Premium gives you easy access to data

[Subhead] Includes any type of database

From the IBM® SPSS® Modeler Premium visual interface, you can easily access and integrate data from many sources, including data in virtually any type of database, spreadsheet or flat file (such as IBM SPSS Statistics, SAS and Microsoft Excel files), textual data and data from Web 2.0 sources (such as RSS feeds), IBM SPSS Data Collection products files, and IBM Cognos® Business Intelligence and legacy systems with IBM Classic Federation Server and zDB2 support. No other data mining solution offers this versatility.

What's new

- IBM Cognos software integration
- IBM Netezza® functionality
- Enhanced IBM InfoSphere® Warehouse and IBM DB2® functionality
- Support for UNIX
- Support for Linux on System z®

The ® mark and copyright notice

IBM is a registered trademark, and this should be indicated at the first or most prominent place it appears.

Product families such as SPSS and Cognos are also registered trademarks, and when used as part of a product name, the ® mark should be used on first or most prominent mention. Please consult local legal counsel for trademark guidance. Business Analytics is not a trademarked term.

Materials created by IBM, including emails and web pages, are considered copyrighted and should carry the © symbol. There is a special copyright notice that should be included on any piece of collateral material (see the separate Style Guide – Collateral). On other pieces, the phrasing is simply: © Copyright IBM Corporation [current year].

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IBM, the IBM logo, ibm.com, SPSS, and Cognos are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at www.ibm.com/legal/copytrade.shtml.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.



Business Analytics boilerplate and general naming

The Business Analytics boilerplate statement may be applied to all marketing communications materials.

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.

Netezza is a registered trademark of Netezza Corporation, an IBM Company.

UNIX is a registered trademark of The Open Group in the United States and other countries.

IBM Business Analytics boilerplate

The marketing boilerplate to the right may be applied to all Business Analytics marketing communications materials. Please refer to the Business Analytics marketing materials wiki at w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Business+Analytics+Brand+Guidelines for available local language versions.

About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

For more information

For further information or to reach a representative please visit ibm.com/analytics.

Request a call

To request a call or to ask a question, go to ibm.com/business-analytics/contactus. An IBM representative will respond to your inquiry within two business days.

Company name

When referring to the company, use only the IBM name.

Example: Feel free to contact IBM with questions about your software licensing.

General naming guidelines

In some materials, products or applications are listed or described, the master brand (IBM) and family name (e.g., Cognos) should always precede the product name.

Write out the full product name the first time it occurs. “IBM” may be dropped from a product name after the first occurrence. An approved short form of the official name can be used for subsequent references.

Version numbers should generally not be used in marketing materials, except to announce a new version or describe features in a specific version. The version number appears at the end of the name and should be preceded by the word “Version” or an uppercase “V,” for example, IBM Cognos Business Intelligence V10.1.

Add the appropriate trademark symbol on the first occurrence in the body copy of a document or web page. Do not add trademark symbols to headings, subheadings or titles unless they are not mentioned anywhere else in your materials. Also, the trademark symbol should be followed by an accepted noun, such as Cognos® software, Netezza® appliance, Clarity 7™ solution and so on.



Business Analytics product names: Cognos

Remember to include the proper trademarks on the first mention of a product name.

EXCEPTION: Never use a trademark in a headline.

Product names

Full product names should be used on the first or most prominent mention of a product in any piece or on any web page.

Many product names are registered trademarks and because each name is trademarked, the ® mark should be used at the first or most prominent mention. But do not use the symbol in headlines.

On later mentions, you may refer to a product by a shortened name; IBM SPSS Modeler may be referred to simply as SPSS Modeler, and IBM Cognos TM1 simply as Cognos TM1. This usage is optional and the goal should always be to make it easy for readers/viewers to understand our communications. If using a shorter name would cause any ambiguity, use the full product name. Also use the full product name in the following places: in headlines and subheads (when character count allows), in sidebars or callouts, in captions and when quoting a customer or an IBM Business Partner.

For more information, see: IBM Corporate Naming Guidelines w3-03.ibm.com/marketing/namingtool/ntapp.nsf/WebPagesViewNamingGuidelines?OpenDocument

Copyright and trademark information www.ibm.com/legal/us/en/copytrade.shtml

IBM Cognos Business Intelligence

Core Capabilities/Studios

- IBM Cognos Analysis Studio
- IBM Cognos Business Insight
- IBM Cognos Business Insight Advanced
- IBM Cognos Event Studio
- IBM Cognos Metric Designer
- IBM Cognos Metric Studio
- IBM Cognos PowerPlay Studio
- IBM Cognos Query Studio
- IBM Cognos Report Studio

Components

- IBM Cognos Active Report (“Report” is always singular, never pluralized.)
- IBM Cognos Analysis for Microsoft Excel®
- IBM Cognos Business Viewpoint
- IBM Cognos Collaboration
- IBM Cognos Mashup Service
- IBM Cognos for Microsoft Office
- IBM Cognos Mobile
- IBM Cognos Real-time Monitoring
- IBM Cognos Statistics

Platform

- IBM Cognos Administration
- IBM Cognos Configuration
- IBM Cognos Connection
- IBM Cognos Data Manager
- IBM Cognos Dynamic Query Analyzer
- IBM Cognos Framework Manager
- IBM Cognos Lifecycle Manager
- IBM Cognos Platform
- IBM Cognos Transformer
- IBM Cognos Virtual View Manager



Business Analytics product names: Cognos (continued) Clarity, OpenPages, SPSS

On the second mention of a product in marketing materials, you may shorten the name for brevity.

For example, IBM SPSS Modeler could be referred to as SPSS Modeler.

Cognos—non BI

Financial Performance Management

- IBM Cognos Business Viewpoint
- IBM Cognos Controller
- IBM Cognos Executive Viewer
- IBM Cognos Financial Statement Reporting (FSR) (formerly Clarity FSR)
- IBM Cognos Planning
- IBM Cognos TM1
- IBM Cognos TM1 Contributor client
- IBM Cognos TM1 Web

IBM Cognos Analytic Applications

- IBM Cognos Application Workbench
- IBM Cognos Consumer Insight (may change to SPSS product name in Q4 2011)
- IBM Cognos Customer Performance Sales Analytics
- IBM Cognos Financial Performance Analytics
- IBM Cognos Financial Performance General Ledger Analytics (module)
- IBM Cognos Financial Performance Payables Analytics (module)
- IBM Cognos Financial Performance Receivables Analytics (module)
- IBM Cognos Supply Chain Performance Procurement Analytics
- IBM Cognos Workforce Performance
- IBM Cognos Workforce Performance Talent Analytics (module)

Note: IBM Cognos Content Analytics is now IBM Content Analytics (no “Cognos” in name).

Clarity & OpenPages

- IBM Clarity 7
- IBM OpenPages 6.0
- IBM OpenPages GRC software
- OpenPages Governance, Risk, and Compliance (GRC)

SPSS

IBM SPSS Statistics

- IBM SPSS Statistics Base
- IBM SPSS Statistics Premium
- IBM SPSS Statistics Professional
- IBM SPSS Statistics Standard

IBM SPSS Statistics Family/Modules

- IBM SPSS Advanced Statistics
- IBM SPSS Advantage for Microsoft Excel
- IBM SPSS Amos™ (Windows only)
- IBM SPSS Bootstrapping
- IBM SPSS Campus Edition
- IBM SPSS Categories
- IBM SPSS Complex Samples
- IBM SPSS Conjoint
- IBM SPSS Custom Tables

IBM SPSS Data Collection Data Entry and IBM SPSS Data Collection products

- IBM SPSS Data Preparation
- IBM SPSS Decision Trees
- IBM SPSS Direct Marketing
- IBM SPSS Exact Tests
- IBM SPSS Forecasting
- IBM SPSS GradPack
- IBM SPSS Missing Values
- IBM SPSS Neural Networks



Business Analytics product names: SPSS (continued) and Algorithmics

Algorithmics is a new addition to the Business Analytics division. It is estimated there will be a complete updated product list during the first half of 2012.

- IBM SPSS Regression
- IBM SPSS SamplePower®
- IBM SPSS Statistics Developer
- IBM SPSS Statistics Programmability Extension
- IBM SPSS Statistics Server
- IBM SPSS Text Analytics for Surveys
- IBM SPSS Visualization Designer

IBM SPSS Modeler

- IBM SPSS Modeler Advantage
- IBM SPSS Modeler Premium
- IBM SPSS Modeler Professional
- IBM SPSS Modeler Server

IBM SPSS Data Collection Family

- SPSS Data Collection Author
- SPSS Data Collection Author Professional
- SPSS Data Collection Data Entry
- SPSS Data Collection Data Model
- SPSS Data Collection Interviewer
- SPSS Data Collection Paper
- SPSS Data Collection Phone Interviews
- SPSS Data Collection Remote Administrator
- SPSS Data Collection Survey Reporter
- SPSS Data Collection Survey Reporter Development Kit
- SPSS Data Collection Survey Reporter Professional
- SPSS Data Collection Web Interviews

IBM SPSS Decision Management

- IBM SPSS Decision Management for Claims
- IBM SPSS Decision Management for Customer Interactions
- IBM SPSS Decision Management for Education

IBM SPSS Collaboration and Deployment Services

Algorithmics

Algorithmics is a new addition to the Business Analytics capability. As such the transition to IBM naming is in progress. It is estimated there will be a complete updated product list during the first half of 2012. You may reference the current naming structure at www.algorithmics.com. Please check back for updates.



Content development best practices

Always have footnotes to back up figures or statistics, and verify sources early in the writing process.

Things to ask before you start writing:

- Who is the audience?
- What do they want to know?
- What do they already know?
- What do we want to tell them?
- What can we usefully tell them that they don't know?
- Can we tell them something new about what they already know?
- Can we find a different way to tell them what they already know?
- How can we differentiate our products from competitive offerings? What makes our software better?

It's also worth remembering Orwell's Rules.

1. Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
2. Never use a long word where a short one will do.
3. If it is possible to cut a word out, always cut it out.
4. Never use the passive voice where you can use the active.
5. Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything outright barbarous.

Before writing a white paper, create an outline that can be reviewed and approved by your project sponsor and/or SME(s). This outline will guide your writing process and help to minimize edits or rewrites once the draft enters the review process. The outline could include:

- Title options
- Key messaging points for each section
- Customer examples
- Sourced facts from analyst reports or third party research
- Specific capabilities/benefits of IBM solutions

Always have footnotes to back up figures or statistics, and verify sources early in the writing process. PowerPoint presentations that we use as background material sometimes include impressive-sounding statistics, but the source may be an online blog that's quoting an out-of-date or questionable source.

When updating a document, look for phrases like "a recent study by Ventana" and delete the "recent" if the source is more than one year old. Good white papers may get updated several times, and they sometimes include references that are several years old.

When updating an older document, look for customer quotes and make sure you can still use them. Be sure to ask:

- Is the company/organization still a customer?
- Is the customer still happy?
- Is the person being quoted still with the company?
Still in the same position? Still have the same job title?



Content development best practices

“Don’t use a five-dollar word when a fifty-cent word will do.”

- Mark Twain

Be careful of statements that presume that the reader believes or accepts what we’re advocating. For example, if claiming that a product will help a company “transform” its processes, first ask if the hypothetical company needs or wants its processes transformed. Transformed into what? Prepare a counter argument for “if it ain’t broke, don’t fix it.”

Assume that the reader is open minded, but skeptical.

Use a dictionary frequently. I often find that even familiar words have slightly different meanings from what I thought.

- Know your audience
- Imagine your audience asking “What’s in it for me?”
Why should your audience care about what you are writing? Understand their pain points and make sure your piece addresses them.
- Write simply and clearly; keep long sentences to a minimum.
- Find the balance between using terms your audience is familiar with and using too much biz speak.

Imagine that you are a visitor to ibm.com who wants to learn more about our business intelligence and business analytics products. Make sure that anything you write is something that a customer can understand based on his or her own vocabulary of business terms. That helps you use words that are popular for SEO, such as reporting, analysis, dashboards and so forth.

This helps you remember that the main mission is to get prospects and customers excited about what we can offer them (and consider buying them) and it helps keep internal IBM jargon at a minimum.

- Understand and articulate your target audience’s needs. What are their pains and what will make those pains go away?
- Define your product’s or solution’s ability to meet those needs. What do you have that potential customers might want, and how does that compare to the competition?
- Avoid jargon, marketing-speak and highly technical language (unless it is relevant to the audience and medium.)
- Try to develop benefits that are unique to the product. Don’t just say that it’s “faster, easier and more affordable,” or that it helps people be more productive, because those can be used to describe just about any software product.
- Have a clear call to action. What is it we want people to do in response to reading a particular piece of collateral or web content?
- Use lists such as “Three approaches to BI” or “Five steps to a successful threat and risk strategy” to give people an action item to take away.

To quote Mark Twain: “Don’t use a five-dollar word when a fifty-cent word will do.” In other words, without talking down to your audience, use the most common and simple words and phrases. Again, quoting Mr. Twain: “I never write metropolis for seven cents because I can get the same price for city.”

Today, most people read the way they speak. Keep sentences short. Read any long sentence aloud to see if it is easy to follow. If not, either break up it into multiple sentences, or use commas or dashes to make the sentence easier to follow.



Writers' style cheat sheet

Avoid jargon, marketing-speak and highly technical language (unless it is relevant to the audience and medium).

1. Abbreviations and acronyms

- Spell on first occurrence.
- Periods in a.m., Dr. and so on.
- No periods in USA, rpm, PhD and so on.
- Avoid abbreviations in headings and titles; abbreviated product names; Latin abbreviations (use for example, that is, and so on); possessive forms; double periods at the end of a sentence (a.m.).

2. Capitalization

- Sentence-style capitalization for headings.
- Headline-style capitalization for titles of books, CDs, films, plays and so on.
- Lowercase following a colon, em-dash or ellipsis.
- Capitalization in lists – see Lists.

3. Captions and legends

- Sentence-style capitalization for a caption: no period (a caption is a statement, not a complete sentence.)
- Period at the end of a legend (a legend is one or more complete sentences.)
- Sentence-style capitalization for a combined caption and legend (period after the caption and after each sentence).

4. Colons

- Lowercase following a colon, but uppercase when the following text is an item in a vertical list, a proper noun or a quotation.

5. Commas

- Between clauses separated by a coordinating conjunction.
- After most introductory words, clauses, and phrases.
- To separate items in a series of three or more (but see next item).
- Before a which clause.

Do not use:

- Between independent and dependent clauses separated by a coordinating conjunction.
- Before a conjunction that precedes the final item in a series unless needed for clarity.
- Before a that clause.

6. Contractions

- Don't, wouldn't etc: only in text that will not be translated.

7. Copyright and trademarks

See copyright and trademark guidance section on page 9.

8. Dashes

- Use en-dash (Ctrl+– on the number pad) with spaces either side.

9. Dates and times

- Example: 13 August 1946; Monday, 24 May.
- Example: 9:30 a.m.
- No forward slash or abbreviations.

Date ranges

- From and through, not to or between.
- If using a hyphen, spaces before and after
- Do not mix styles.

10. Ellipses

- Space either side.



Writers' style cheat sheet

Do not use the possessive form of IBM unless referring to only the company itself.

11. Hyphenation

- To distinguish the word from a homonym (co-op, re-cover, re-create, re-sign).
- When the root word is capitalized or a number (non-English-speaking, pre-2000).
- Where letters re-occur (anti-intellectual, bell-like, co-opt, de-emphasize).
- When the prefix is self-, all-, or ex- (meaning formerly).
- Between vowels (for example, re-assign).
- To spell out fractions and numbers 21 through 99 (five-eighths, sixty-four).
- Hyphenate compound adjectives and adverbs (state-of-the-art software).
- No hyphen after an adverb or adjective that ends in -ly.

12. Italics

- Titles of books, CDs, films, plays and so on take italics (Bad Luck and Trouble, Terminator 2, The Essential Radio Birdman, Richard III).
- Italics, not quotation marks, for emphasis.

13. Lists (bulleted, numbered)

Bullet lists

- At least two items, no more than nine.
- Should be grammatically consistent.
- Capitalize the first word of each item.
- Either all items are complete sentences or none of them are.
- Period after each complete sentence.
- If the item begins with a sentence fragment, put a period after the fragment, followed by one or more complete sentences.
- A sentence or sentence fragment introduces the list, with a colon at the end.
- Lead-in sentence should not continue after the list.
- No conjunction at the beginning or end of a list item.

Nested lists

- First-level item begins with an Arabic numeral, followed by a period.
- Second-level items begin with a lowercase letter, followed by a period.
- Avoid nesting numbered lists beyond two levels: never nest more than three levels.

14. Numbers

- Use billion, trillion only in US-only documents.
- Commas divide thousands (for example, 1,000,000)

15. Page elements in collateral

- Left eyebrow: "IBM Software" above, "Business Analytics" below).
- Right eyebrow: industry or product name (no version number, no trademarks) if appropriate: otherwise leave blank.
- End notes: endnotes, not footnotes. Superscript numbers are verboten.

16. Parentheses

- Parentheses can identify abbreviations, symbols, and measurements.
- Do not use (s) to indicate that a noun can be singular or plural.
- If the parenthetical text is not a complete sentence, it should be in the sentence to which it pertains.
- No initial uppercase letter on the first word unless a proper noun).
- No period inside the parentheses.

17. Possessives

- Avoid possessives with inanimate objects, abbreviations, brand or product names.
- Do not use the possessive form of IBM unless referring to only the company itself.



Writers' style cheat sheet

When referring to web addresses, do not include "http://." All IBM web addresses should begin with "www."

18. Percentages

- Write out percent, do not use percent sign (%)

19. Position, department and job titles

- When referring to a person, job titles take an initial capital (for example, Mychelle Mollot, Vice President, Worldwide Marketing; but "The vice president said...").
- Departmental names and 'department' take initial caps (for example, Marketing Department; but "The department easily met its target for the year.").

20. Product names

Use the full product name in:

- Eyebrows, captions, headlines and subheads
- On first mention (short-form name on subsequent mentions)
- At the start of a sentence.
- Avoid possessive forms.

21. Quotation marks

Double quotation marks for:

- Quoted speech ("Now is the winter of our discontent," said Richard.)
- Words used in a special sense (The "enhanced" version actually has fewer features than the standard product).
- References to online information (Check out our recorded webcast "Text Analysis for Beginners").

Single quotation marks for:

- Quoted speech inside double quotation marks ("When Richard said 'Now is the winter of our discontent,' he really meant it.").

Generally, commas and periods fall inside the closing quotation marks ("It's all over, man," said Richard, King of England.)

Exceptions

- If the quote falls within a sentence, the period falls outside the closing marks (Richard, King of England stood up and said "It's all over, man".
- But "It's all over, man!" or "Is it all over, man?"
- Italics, not quotation marks, for emphasis (Richard was getting seriously annoyed).

22. Telephone numbers

- US numbers: 543-123-4567; 888-IBM-HELP (888-426-4357).
- International style:
 - UK: +44 1234 500 123
 - European: +39 02 3600 3648

23. Web addresses, protocols, and IP addresses

- The protocol (http://) is not required.
- Use web address, website, or web page rather than URL.
- All IBM web addresses should use the format www.ibm.com/sitename, without appended characters "-3" or "-4."
- The address should not be highlighted.
- When the address or link text is at the end of a sentence, follow it with a period.
- No forward slash at the end of a web address.



Hexagon configurations

The Business Analytics design structure uses hexagons to communicate visually the way our products connect, interact, fit and work together. The configurations should be used in all marketing assets to ensure that we present ourselves cohesively.

Library

A library of hexagon configurations has been created for simple global application. There are 4 main color schemes that you may use in your materials: gold, teal, pink and orange. Each color family has configurations ranging from 1 hexagon to a very complex set like the grouping seen at left.

How to adjust the configurations

It is preferred that you choose a configuration from the library that fits your space and needs. If the configurations provided are not created in a way that fits the space, please take one of the more complex versions and delete hexagons rather than recreate a new file. Please contact [Stacey Balkansky](#) for assistance or questions.

Usage rules

- Do not recreate artwork. If a unique configuration is needed please contact [creative services](#) for assistance.
- Do not change the colors in the hexagons.
- Do not flip or reverse the hexagons. The cubes in the center should always be shown with the darker side on the left.
- Hexagons may be cropped or “bleed” off of the page
- Hexagons and cubes must always be used together.
 - Do not delete the cubes from the design.
 - Do not use the hexagon without the cube.
 - The **only** exception to this rule is in multimedia animations. It is permissible to animate them separately and use the elements separately. Please refer to the multimedia guide for more details.
- Images like stock photos may be used inside a large hexagon. Please refer to the HTML email library of configurations for reference.

- When using more than 1 hexagon in a layout, you must have at least 1 line linking the hexagons to reinforce the message of connections.
- Lines connecting hexagons should always start and end where 2 sides of the hexagon meet.

Formats

- EPS (Encapsulated PostScript): Used for high resolution printing or for large size materials. EPS files can be scaled as large as needed while retaining their quality. To create a vector file requiring PostScript language to draw its image, you must have a specific software application to create an EPS file, such as Adobe Photoshop, Adobe Illustrator and QuarkXpress. An EPS file is often used when exchanging vector graphics, such as logos that are only to be read but not edited by the receiver, such as sending the file to a print house.
- JPEG (Joint Photographic Experts Group): Supported by photographs around the world for its good image quality and compression, the JPEG format supports 24-bits images or up to 16 million colors through the RGB, CMYK, and grayscale color spaces. The use of JPEG images is supported in HTML and web applications. However, unlike a GIF file, all of the color information is stored in the file. There is no support for transparency in a JPEG file.
- GIF (Graphic Interchange Format): GIF is preferred for images with large areas of solid colors, such as logos and text as graphics. GIF does not compress your pictures, which mean that they do not lose any image quality, but files are consequently large. GIF files can either be in grayscale or RGB color spaces. Two main advantages of GIF over the JPG format: They can be used for animation: a pseudo animation can be created by using an animation feature found in flipbook style cartoons. This “flipping” of images can be used to create the illusion of true animation. And, GIF files can have transparent backgrounds ideal for presentations with color background.



Teal Hexagon Colors: 326, 323
Center green cube - 376 (with lighter color in gradient to create dimension)

Blue Hexagon (used with Teal, Pink & Orange configs): 640, 2955
Center yellow cube - 115, 7406, 124



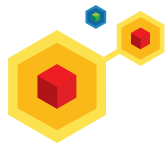
Orange Hexagon Colors: 124, 144
Center blue cube - 2905 2995, 301

Blue Hexagon (used with Teal, Pink & Orange configs): 640, 2955
Center yellow cube - 115, 7406, 124



Pink Hexagon Colors: 219, 227
Center blue cube - 2905 2995, 301

Blue Hexagon (used with Teal, Pink & Orange configs): 640, 2955
Center yellow cube - 115, 7406, 124



Gold Hexagon Colors: 115, 124
Center red cube - 7417, 186, 187

(NOTE: the additional reds in cube may not match IBM palette)

Blue Green Hexagon (only used with Gold config): 640, 301
Center green cube - 376, 361, 348



Color palette

There are 4 color families used for the hexagon configurations. Please do not adjust the colors.



Teal configuration



Teal hexagon colors

C 0	C 0
M 30	M 50
Y 100	Y 95
K 0	K 2
PMS 326	PMS 323



Center green cube colors

C 44	Center green cube - 376
M 1	(with lighter color in gradient
Y 0	to create dimension) (NOTE:
K 0	the additional greens in gradient
	are not in IBM palette)
PMS 376	



Blue hexagon colors

C 0	C 6
M 90	M 100
Y 0	Y 7
K 0	K 20
PMS 640	PMS 2955



Center yellow cube colors

C 0	C 0	C 0
M 9	M 18	M 30
Y 80	Y 100	Y 100
K 0	K 0	K 0
PMS 115	PMS 7406	PMS 124



Orange configuration



Orange hexagon colors

C 0	C 0
M 30	M 50
Y 100	Y 95
K 0	K 2
PMS 124	PMS 144



Center blue cube colors

C 44	C 87	C 100
M 1	M 1	M 46
Y 0	Y 0	Y 5
K 0	K 0	K 18
PMS 2905	PMS 2995	PMS 301



Blue hexagon colors

C 0	C 6
M 90	M 100
Y 0	Y 7
K 0	K 20
PMS 640	PMS 2955



Center yellow cube colors

C 0	C 0	C 0
M 9	M 18	M 30
Y 80	Y 100	Y 100
K 0	K 0	K 0
PMS 115	PMS 7406	PMS 124



Color palette

Teal Hexagon Colors: 326, 323
Center green cube - 376 (with lighter color in gradient to create dimension)

Blue Hexagon (used with Teal, Pink & Orange configs): 640, 2955
Center yellow cube - 115, 7406, 124



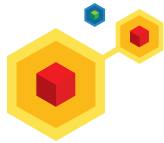
Orange Hexagon Colors: 124, 144
Center blue cube - 2905 2995, 301

Blue Hexagon (used with Teal, Pink & Orange configs): 640, 2955
Center yellow cube - 115, 7406, 124



Pink Hexagon Colors: 219, 227
Center blue cube - 2905 2995, 301

Blue Hexagon (used with Teal, Pink & Orange configs): 640, 2955
Center yellow cube - 115, 7406, 124



Gold Hexagon Colors: 115, 124
Center red cube - 7417, 186, 187

(NOTE: the additional reds in cube may not match IBM palette)

Blue Green Hexagon (only used with Gold config): 640, 301
Center green cube - 376, 361, 348



Pink configuration

Pink hexagon colors	
C 0 M 90 Y 0 K 0	C 6 M 100 Y 7 K 20
PMS 219	PMS 227

Center blue cube colors

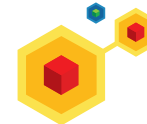
C 44 M 1 Y 0 K 0	C 87 M 1 Y 0 K 0	C 100 M 46 Y 5 K 18
PMS 2905	PMS 2995	PMS 301

Blue hexagon colors

C 0 M 90 Y 0 K 0	C 6 M 100 Y 7 K 20
PMS 640	PMS 2955

Center yellow cube colors

C 0 M 9 Y 80 K 0	C 0 M 18 Y 100 K 0	C 0 M 30 Y 100 K 0
PMS 115	PMS 7406	PMS 124



Gold configuration

Gold hexagon colors	
C 0 M 30 Y 100 K 0	C 0 M 30 Y 100 K 0
PMS 115	PMS 124

Center red cube colors

C 0 M 85 Y 85 K 0	C 0 M 100 Y 88 K 9	C 5 M 100 Y 85 K 30
PMS 7417	PMS 186	PMS 187

(NOTE: the additional reds in cube may not match IBM palette)

Blue hexagon colors

C 0 M 90 Y 0 K 0	C 100 M 46 Y 5 K 18
PMS 640	PMS 301

Center green cube colors

C 50 M 0 Y 100 K 0	C 80 M 1 Y 100 K 0	C 100 M 4 Y 87 K 18
PMS 376	PMS 361	PMS 348

BlueGreen Hexagon (only used with Gold config)



Presentations provide an important venue for IBM to share thoughts and ideas, so it's equally important for IBM presentations to conform to a unified look and feel.

Smarter Planet templates with Business Analytics lockbox

While either may be used for any audience, the white is intended for print based presentations, while the black is usually for projection – especially to large audiences, because legibility is better at a distance.

The Business Analytics version is to be used for BA focused presentations. There are two versions of each: a white background format and a black background format. When participating in a multi-division presentation, it is suggested you use the Smarter Planet version so you may provide slides that will match the other division's formatting.

You can access the files for Business Analytics presentations at w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Presentation+Templates IBM Corporate presentation templates are also available on Presentation Central. Please note, these templates do not include the Business Analytics software lockbox. The files can be found at: w3.ibm.com/ibm/presentations/templates/index.html

A library of icons is available for use in presentations where applicable. The library will include a set of standard objects as well as conceptual topics like predictive analytics and business intelligence. Below is an example of the icons in the library.





Social media and social business techniques



“Technology-enabled collaboration with external stakeholders helps organizations gain market share from the competition.”

– *McKinsey & Company, The Rise of the Networked Enterprise: Web 2.0 finds its payday (2010)*

Leveraging social media and social business techniques

“Social Media” is a blanket term referring to various web-based communications platforms including blogs, podcasts, Facebook, Twitter and LinkedIn. Facility with these tools is quickly becoming a “must-have” skill for the professional marketing and communications professional.

Social media and social networking platforms enable the quick, efficient and low-cost distribution and sharing of user-generated content. While some companies discourage employee participation in social media for business purposes, IBM does precisely the opposite with the goal of transforming IBM into a [Social Business](#).

Social media becomes social business

A social business embraces networks of people to create business value. For example: a [2010 study by McKinsey & Company](#) reports that social businesses collaborate more effectively and have a higher market share than their peers. Further, the 2010 IBM Chief Human Resource Officer Study revealed that “standout organizations are 57 percent more likely to allow their people to use social and collaborative tools.”

In 2011, the year of our centennial, IBM will be intensifying this drive with new tools and resources to bring our people and our expertise closer to our clients, partners, and prospects. A full description of the [IBM Social Business strategy is available on w3](#).

IBM Business Analytics is a social business

IBM Business Analytics Software is also pursuing a social business strategy with an active community of subject matter experts, marketing and communications professionals and sales reps on Twitter, plus dedicated bloggers, Facebook pages, LinkedIn groups and Lotus Connections Communities.

“New opportunities for growth, innovation, and productivity exist for organizations that encourage people – employees, customers and partners – across the business network to engage one another and build trusted relationships.”

– *IBM, Becoming a social business*

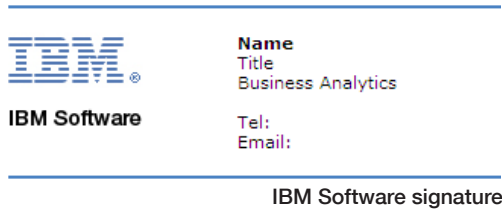
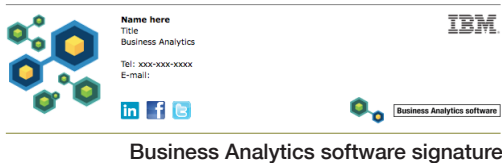
Resources

As befits a rapidly moving space, social media links are subject to frequent change. You can find the core Business Analytics social media properties and in-use links, Twitter hashtags and bloggers in our [Business Analytics Social Media community on w3](#).

For immediate answers, help and guidance on leveraging social media and social business techniques in your role, please contact [Tim Powers](#).



Email signatures



Email signatures

Our email signatures are a powerful, low cost way to reinforce the IBM brand and distribute virtual business cards to our Business Analytics customers, partners and prospects.

Business Analytics software hexagon HTML signature

We've developed a lightly designed, small footprint signature to help elevate both IBM Software and Business Analytics. This signature leverages the hexagon design and will help increase visual awareness of the Business Analytics design look and feel in the marketplace.

You can access the files for the signature at w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Email+Signatures

IBM Logo + Business Analytics software HTML signature

You may continue to use the former Business Analytics HTML signature if you wish. This version uses the IBM logo as the primary graphic. An official conference graphic (such as the one for IBM Information On Demand) may be used with this signature, if desired.

You can access the files for the signature at w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Email+Signatures

Generic HTML signature

Although it is preferred that you use the Business Analytic signatures, you may use the corporate signature generator tool to create a generic signature. The IBM MCI Generator page which can be found at web.mainz.de.ibm.com/i_dir/ibmmcigentest.nsf/mcigen

Text-only signature

If you prefer, you can use a text-only version. To ensure consistency, please use 8pt Arial and include the following information:

Name
Title
IBM
Business Analytics
Phone
Email



Business Analytics software

YTL03006-USEN-03