IBM Business Analytics software

IBM Business Analytics: Campaigns and communications

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 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.

For further direction or clarification on these guidelines, please contact Stacey Balkansky at sbalkansky@us.ibm.com.

About the templates

The campaign-related templates have been created for global use. They are to be used as a starting point for your projects and can be adjusted as needed. The required elements for each deliverable are: The IBM logo, Business Analytics lock-box, hexagons and the standard typefaces.

The IBM logo must be used in all materials. Please see the corporate style guide for logo usage guidelines. The photographs in each of these templates are for placement only. When you use images of people, choose business people in business settings (for commercial audience), academics or students (for higher education audiences), medical professionals in medical settings (for healthcare) and others. Images of people should be as natural and unposed as possible and reflect diversity. Other types of imagery may be used. However, extremely whimsical or cartoonish imagery should be avoided. If you have a question about the appropriateness of an image, please contact Stacey Balkansky at sbalkansky@us.ibm.com.

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

Business Analytics

Business Analytics software

Business Analytics software

Business Analytics

Business Analytics software

Business Analytics software

Business Analytics

Business Analytics software

Business Analytics software

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 capabilities

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 being transformed.

The Business Analytics division has created a black and white lockbox for use in marketing materials. All materials must use the IBM logo as the primary mark and the BA lockbox as a secondary mark. No other marks (icons, logos, wordmarks) 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. Published materials that do not include the logo 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 Algorithmics 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.

IBM logo

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

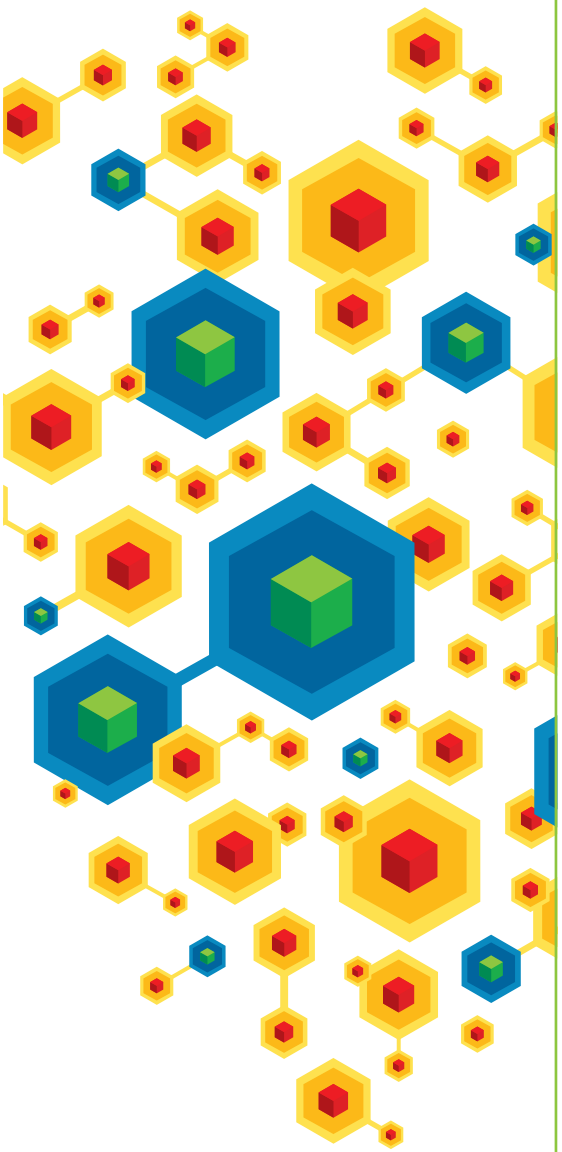
The consistent, visible use of the IBM logo reinforces our brand, makes it more memorable and authenticates our company. For this reason, we always use the logo artwork exactly as it is provided. We do not alter its shape in any way.

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

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.

Color palette

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

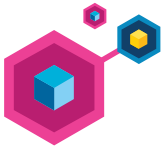
The Smarter Planet color palette was used to create these configurations. Smarter Planet colors should only be shown at 100% opacity, never screened.

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

Teal configuration

Teal hexagon colors

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

Center green cube colors

C 44 M 1 Y 0 K 0
PMS 376

Center green cube - 376 (with lighter color in gradient to create dimension) (NOTE: the additional greens in gradient are not in IBM palette)

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

Orange configuration

Orange hexagon colors

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

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

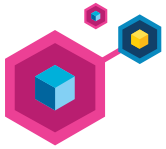
Color palette

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

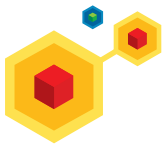
Orange Hexagon Colors: 124, 144
Center blue cube - 2905 2995, 301

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)

- Helvetica Neue
  - 45 Light
  - *46 Light Italic*
  - 55 Roman
  - *56 Italic*
  - **65 Medium**
  - ***66 Medium Italic***
  - **75 Bold**
  - ***76 Bold Italic***
- Janson Text
  - 55 Roman
  - *56 Italic*
  - **75 Bold**
  - ***76 Bold Italic***
- ITC Lubalin
  - Extra Light
  - Extra Light Oblique
  - Book
  - *Book Oblique*
  - **Demi**
  - ***Demi Oblique***
- Berthold Bodoni
  - Light
  - *Light Italic*
  - Regular
  - *Italic*
  - **Medium**
  - ***Medium Italic***
- Arial (Arial is used only for digital applications like websites and presentations because of its universal compatibility and apparent similarity to Helvetica Neue.)
  - Regular
  - *Italic*
  - **Bold**
  - ***Bold Italic***

All font files are available for download on the Marketing Asset Manager: 217.28.164.25/IBM001/templates/login.html. You will need to register to gain access. Approval is required to use this system and typically takes 24 hours to process.

Typefaces

Core type families

Helvetica is best suited for headlines and body copy
It is the font of science and the information age, with a precision and a purposeful neutrality that command respect. When objectivity is the goal, we lean on Helvetica to do the hard work of conveying information, specifications and the basics. It does the job—and never attempts to outshine the content.

Its clean confidence makes it ideal for headlines and signage. It is also very approachable and, therefore, a useful typeface for body copy. Used incorrectly, however, its industrial qualities become pronounced, and because of its universality the typeface does not immediately signify IBM.

Janson is best suited for body copy and pull quotes
Janson is the most human typeface we use. It is ideal for communications that seek to build a case and persuade . an audience. Janson is easy on the eyes and carries the conversation well over several pages or just a few words. Its warm elegance helps to convey IBM's intelligence and thoughtfulness.

Janson is extremely effective as body copy and to represent the voice of an individual—for example, in pull quotes. However, it does not read well at larger scales, such as on signage.

Lubalin is best suited for numbers, facts and statistics
Lubalin is the most technical typeface we use. Born in 1974, its stable friendliness is reminiscent of textbooks. Lubalin presents facts, figures and ideas with clarity. It is best when used large and judiciously.

It excels when used for page numbering, statistics, hard facts or any other bit of verbiage meant to immediately convey meticulousness and accuracy. However, when used at length—as body copy, for example—Lubalin becomes cluttered and difficult to read.

Bodoni is best suited for headlines and signage
Bodoni is the most classic typeface we use. Designed more than 200 years ago by Italian printer Giambattista Bodoni, this is the typeface of the established—used for decrees, formal invitations, books and official announcements. It is the face of a company that is enduring, a company that has something to say.

Bodoni is characterized by its distinctive combination of thin and thick strokes, and has been in use at IBM since 1956. Because of its drastic variation in line weights, it is ideal for larger-scale applications, such as headings and signage, but loses legibility when used in large blocks of copy.

Arial is best suited for digital applications and live text
Arial is a font that is similar in appearance to Helvetica. It is almost universally available across platforms and systems, and we use it for its on-screen compatibility, whether in PowerPoint, on the web or on other digital platforms. We do not use Arial in printed material.

Applications

To combine these faces intelligently, we always give careful consideration to the types of conversations we intend to have with our audiences.

Official and authoritative:
Lead with Bodoni for headlines and subheads and support with Helvetica and Janson for call-outs, pull quotes and body copy.

Educational:
Lead with Lubalin for headlines and subheads and support with Helvetica and Janson for call-outs, pull quotes and body copy.

Factual:
Lead with Helvetica for headlines and subheads and support with Helvetica and Janson for call-outs, pull quotes and body copy.

Business Analytics general and product naming

Always use the full name of a product the first time it is mentioned.

Do not use version numbers unless you are specifically addressing the features of one version.

Add appropriate trademark symbols on first occurrence in body copy.

You may shorten the name of an IBM product by dropping “IBM” after the first mention, with some exceptions.

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 product name after 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 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.

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

Business Analytics general and product naming

Most Business Analytics products do not take registered trademarks. Two exceptions are IBM Cognos TM1 and IBM SPSS SamplePower.

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

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 and OpenPages

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

Business Analytics general and product naming

These are the SPSS product names and their families.

IBM has recently acquired Algorithmics and it is still in the naming transition phase.

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
- 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 division. 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. Please check back for updates.

Return addresses, vanity URLs and stock photography

1 New Orchard Road
Armonk, NY 10504
www.ibm.com/analytics

Return addresses

The standard generic return address should reflect the Armonk corporate office location. You may customize the return address for your region; however, the main Business Analytics home page URL should be used (www.ibm.com/business-analytics) if your product family does not have a vanity URL.

Vanity URLs

If you'd like a vanity URL created for your segment, you may do so at your expense. Please note, the vanity URL must go through an approval process and there is no guarantee it will be created. You can use other existing Business Analytics vanity URLs for your promotion if a subfolder is available. For more information, contact Dave McDuff or the Business Analytics web team.

SPSS has vanity URLs for their product family. All SPSS North American direct marketing materials must include the IBM logo with the Armonk or local office address and the URL: www.ibm.com/spss for its main URL in marketing materials.

For SPSS materials produced in other geographic regions, geo specific URLs may be used along with the appropriate office address. The following list consists of examples used globally for SPSS countries.

Australia: www.ibm.com/spss/au
Belgium: www.ibm.com/spss/be
Germany: www.ibm.com/spss/de
Denmark: www.ibm.com/spss/dk
Spain: www.ibm.com/spss/es
France: www.ibm.com/spss/fr
Netherlands: www.ibm.com/spss/nl
Sweden: www.ibm.com/spss/se
United Kingdom: www.ibm.com/spss/uk

Stock photography

There are various resources you may use for imagery. Royalty free stock images can be found on the Marketing Asset Manager (MAM) (217.28.164.25/IBM001/registration/register.php?step=1), through the creative services group's Thinkstock Images license (www.thinkstock.com) or you may access Image Resources Across IBM Community (w3-connections.ibm.com/communities/service/html/communityview?communityUuid=5ad9a593-5c0f-413c-88746cd5d2b013a9&successMessage=label.action.confirm.community.join)

Contact Stacey Balkansky at sbalkansky@us.ibm.com with any questions or for more information.

Print advertising

Advertising

Smarter Planet global advertising campaigns

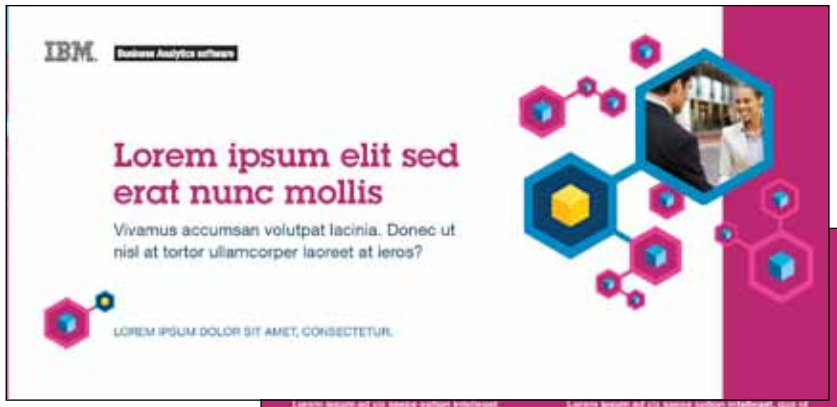
All forms of IBM advertising production and paid media placement – print, digital, out-of-home, paid media sponsorships – are managed by the IBM Consolidated Advertising team. This team is responsible for the outputs and accountability of our global advertising agency partner, Ogilvy. Contact Susan Marino/Somers/IBM@IBMUS to develop any advertising for IBM Smarter Analytics or IBM Business Analytics software.

Local Tactical Advertising templates

The Local Tactical Advertising program enables you to develop high-quality, on-brand ads quickly and cost effectively for sales, marketing and community outreach purposes. For ad space in broader sponsorship packages (e.g., trade shows or technical events, program guides, community events, etc.) you may use the Local Tactical Advertising templates. These templates cover major industries, market development constituencies and Corporate Citizenship and Corporate Affairs initiatives. Each ad template includes pre-approved choices of imagery, headlines and copy, allowing users to customize the ad for their specific event. The ad development cost is just $550 USD. It's charged to your internal accounting codes (division and department) with no purchase orders or Corporate American Express cards required. Click here for details: w3.ibm.com/marketing/advertising/sea/index.html.

Web banner

Landing page



Front cover

Back cover

Inside spreads

Direct marketing brochures

Brochure templates have been created for all 4 color families. There are multiple cover and interior options that you may mix and match within the color family. Images at left show a few of the pink hexagon template options.

Brochures should adhere to the suggested text column width and length to keep the copy and imagery as light as possible. Please add pages rather than forcing content to fit. The appearance of the Business Analytics designs complements the IBM style, which makes generous use of white space, and we encourage you to apply this as often as possible. This assists in keeping the materials approachable and helps direct the customer to the content we'd like them to read.

The IBM logo and BA mark must be used on all materials. Please see the Corporate Style Guide for usage guidelines. The photographs in each of these source files are for placement only. Images should be natural, unposed and diverse, and show people in the appropriate settings. Other types of imagery may also be used; however, whimsical or cartoonish imagery should be avoided. *Please note, no IBM Expressions may be used in demand marketing materials.*

Word counts

The following word counts are recommendations; however, we ask that you do what you can to adhere to them. It is understood that each project is unique, so templates have been built for flexibility to work with your content. The following word counts are to be considered the maximum amount of copy recommended.

Cover headline: 7
Cover subhead: 13
Cover call to action: 6
Inside spread headline: 8
Inside spread body copy per page: 25

Size shown for a US 6X9 envelope

Size shown for a US #10 envelope

Buckslips

Buckslips and complement slips are typically used in letter package projects or as handouts. Templates have been created for all 4 color families.

Buckslips should adhere to the suggested text column width and length to keep the copy and imagery as light as possible. The appearance of the Business Analytics designs complements the IBM style, which makes generous use of white space, and we encourage you to apply this as often as possible. This assists in keeping the materials approachable and helps direct the customer to the content we'd like them to read.

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The following word counts are recommendations; however, we ask that you do what you can to adhere to them. It is understood that each project is unique, so templates have been built for flexibility to work with your content. The following word counts are to be considered the maximum amount of copy recommended.

Headline: 7
Subhead: 10
Call to action: 10
Body copy: 115

Generic graphic HTML banners

Editable HTML banners

Microsoft Word agenda

Vertical and horizontal Microsoft Word doc templates

Stock photo image library

Campaign in a box

A set of editable templates has been created for your use when you are unable to use the creative services team or an agency. The assets in this system have been created with the volume marketing teams in mind. The files in the kit are the standard pieces that have been requested the most often.

This kit was not created with the intention of eliminating the need for agencies or creative services. You should continue to work with the internal and external vendors as you do today. However, for last minute campaign activity they are yours to use as needed.

The kit includes the following assets:

- Stock photo image library
- HTML email with editable banner
- HTML graphic email banner: Thank you for viewing
- HTML graphic email banner: Webinar invite
- HTML graphic email banner: Webinar reminder
- HTML graphic email banner: Attended EOC
- HTML graphic email banner: Non-attended EOC
- Agenda
- Bag drop for booth promotion

The IBM logo and BA lockbox must be used on all materials. See the Corporate Style Guide for usage guidelines. *Please note, no IBM Expressions may be used in demand marketing materials.*

US 6X9 envelope

EMEA C5 envelope

US #10 envelope

Envelopes

Various envelope templates are available. Each one has an area for ink jet messages and graphics in 1 and 4 color formats for both North America and EMEA. The envelope designs at left are to be used in direct marketing campaigns only. See your local office manager for the standard stationary, which should be used for typical business mailings and communications.

The appearance of the Business Analytics designs complements the IBM style which makes generous use of white space, and we encourage you to apply this as often as possible. This assists in keeping the materials approachable and helps direct the customer to the content we'd like them to read.

The IBM logo and BA mark must be used on all materials. See the Corporate Style Guide for usage guidelines. The photographs in each of these source files are for placement only. Images should be natural, unposed and diverse, and show people in the appropriate settings. Other types of imagery may also be used; however, whimsical or cartoonish imagery should be avoided. *Please note, no IBM Expressions may be used in demand marketing materials.*

Word counts

The following word counts are recommendations; however, we ask that you do what you can to adhere to them. It is understood that each project is unique, so templates have been built for flexibility to work with your content. The following word counts are to be considered the maximum amount of copy recommended.

Headline: 5
Cover subhead: 8

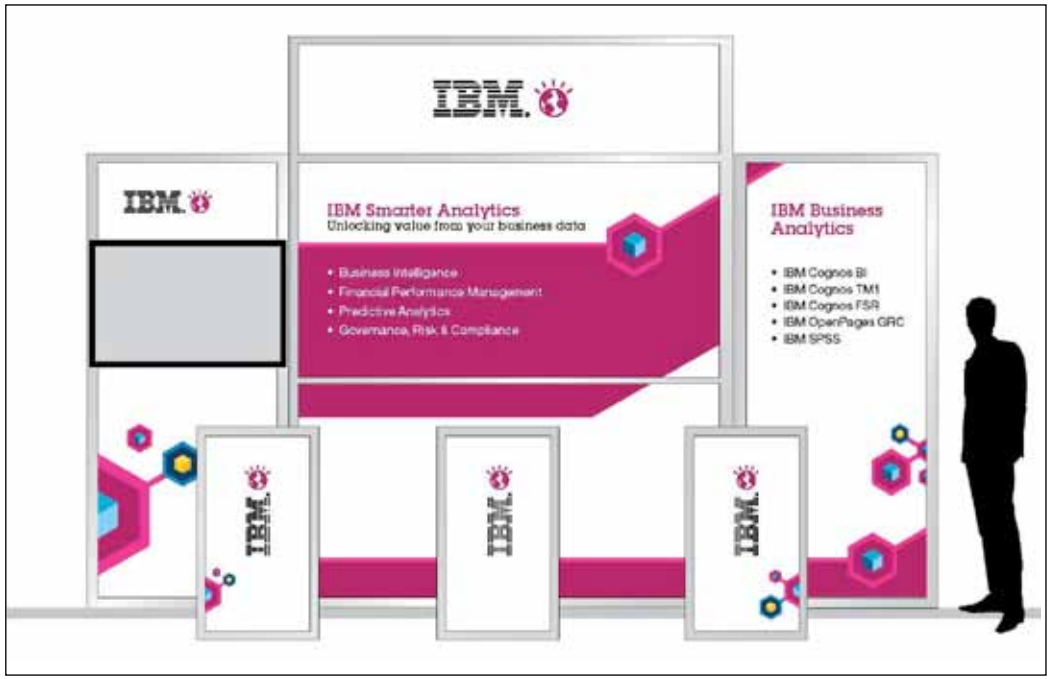
Events

Event signage at IBM conferences and meetings

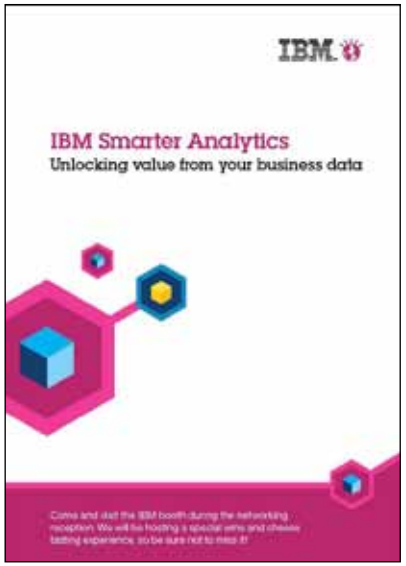
All event signage and visual identity supporting IBM sponsored events must be created in partnership with our global events agency, George P. Johnson Company (GPJ).

Event signage at meetings, industry events and tradeshows

When IBM has a presence at non-IBM events, meetings or tradeshows and the content is based on IBM Business Analytics software messaging and/or products from the IBM Business Analytics software portfolio, the hexagon design can be used under creative guidance from Stacey Balkansky.



Signage



On site materials

Handout/flyers

Templates have been created for all 4 color families. There are 4 template options available for use. Each option includes different text layouts. Handouts should adhere to the suggested text column width and length to keep the copy and imagery as light as possible.

The appearance of the Business Analytics designs complements the IBM style, which makes generous use of white space, and we encourage you to apply this as often as possible. This assists in keeping the materials approachable and helps direct the customer to the content we'd like them to read.

The IBM logo and BA mark must be used on all materials. See the Corporate Style Guide for usage guidelines. The photographs in each of these source files are for placement only. Images should be natural, unposed and diverse, and show people in the appropriate settings. Other types of imagery may also be used; however, whimsical or cartoonish imagery should be avoided. *Please note, no IBM Expressions may be used in demand marketing materials.*

Word counts

The following word counts are recommendations; however, we ask that you do what you can to adhere to them. It is understood that each project is unique, so templates have been built for flexibility to work with your content. The following word counts are to be considered the maximum amount of copy recommended.

Cover headline: 7
Cover subhead: 16
Cover call to action: 14
Body copy per side: 125

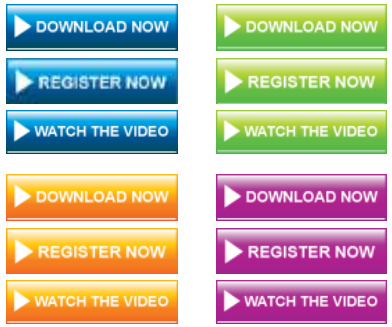
HTML emails and buttons

HTML email

HTML email

HTML email with editable banner

HTML email with editable banner



Button Library

There are multiple options available for HTML emails in all 4 color families. Templates are available with editable and non editable banner options. Editable files are loaded in Eloqua and Unica.

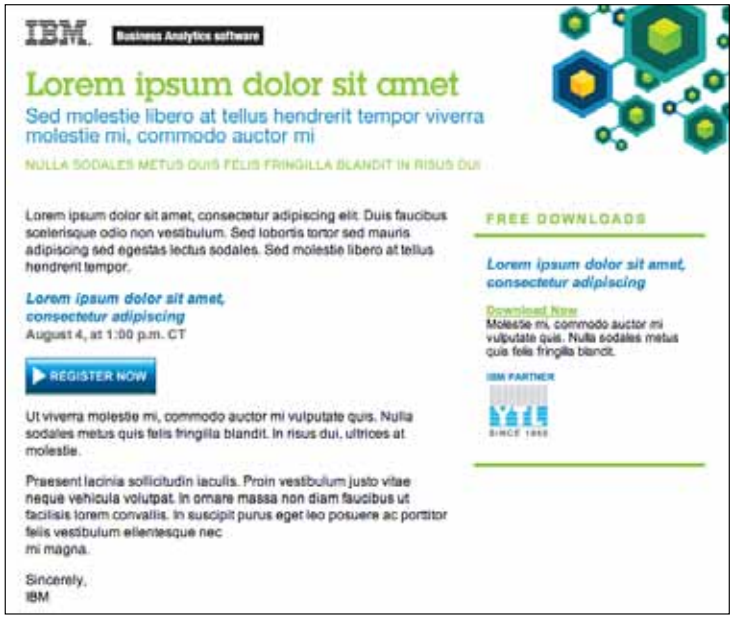
Please adhere to the following personalization policy implemented for SPSS which requires the following: if you use a salutation you must also use a closing; that is, Sincerely, XXXXX. “Dear Colleague” is never to be used as a salutation. If you do not have the recipient’s name do not include a salutation or a closing.

The appearance of the Business Analytics designs complements the IBM style, which makes generous use of white space, and we encourage you to apply this as often as possible. This assists in keeping the materials approachable and helps direct the customer to the content we’d like them to read.

The IBM logo and BA mark must be used on all materials. See the Corporate Style Guide for usage guidelines. The photographs in each of these source files are for placement only. Images should be natural, unposed and diverse, and show people in the appropriate settings. Other types of imagery may also be used; however, whimsical or cartoonish imagery should be avoided. *Please note, no IBM Expressions may be used in demand marketing materials.*

The HTML email templates do not include a footer area. The appropriate footers will be created automatically when files are uploaded to Eloqua, the marketing automation system that is used to deploy email campaigns. Unica templates have been created with a footer.

Please note: All external communications to the SPSS customer base must mention “IBM SPSS software” in the email banner or in the headline as long as it’s prominent. SPSS received an exception to the general IBM opt-out policy.



3rd party logo application

Analyst

Business Casual

Business Casual 2

Financial

General

General 2

Healthcare

Higher Education

Insurance

K-12 Education

Retail

Retail 2

Telecommunications

Training

HTML emails and image library

3rd party email

It is permissible to use the Business Analytics software email templates to promote 3rd party events or webinars which feature Business Analytics content and products. When including a 3rd party logo, please place it at the end of the sidebar content similar to the example at left.

Button library

A button library has been created for your use in HTML emails for each color family. If you need a custom button created please contact creative services.

Image library

An image library has been created for use in the editable HTML templates. The library is made up of standard industry images and are intended to be used in instances where there is not enough time to engage an agency or creative services for the work. For agency or creative services work, it is expected that custom graphics will be created.

Word counts

The following word counts are recommendations; however, we ask that you do what you can to adhere to them. It is understood that each project is unique, so templates have been built for flexibility to work with your content. The following word counts are to be considered the maximum amount of copy recommended.

Headline: 5
Subhead: 15
Cover call to action: 10
Body copy: 105

Front

Front

Front

Front

Front

US Back

EMEA Back

EMEA Back

Postcards

Five options for postcard fronts and 3 for postcard backs are available in each of the color families. Each option features different text areas for your content needs. You may mix and match the fronts and backs within the color family as you wish.

Postcards should adhere to the suggested text column width and length to keep the copy and imagery as light as possible. The appearance of the Business Analytics designs complements the IBM style, which makes generous use of white space, and we encourage you to apply this as often as possible. This assists in keeping the materials approachable and helps direct the customer to the content we'd like them to read. Please contact your postal representative for any local requirements for the mailing panel.

The IBM logo and BA mark must be used on all materials. See the Corporate Style Guide for usage guidelines. The photographs in each of these source files are for placement only. Images should be natural, unposed and diverse, and show people in the appropriate settings. Other types of imagery may also be used; however, whimsical or cartoonish imagery should be avoided. *Please note, no IBM Expressions may be used in demand marketing materials.*

Word counts

The following word counts are recommendations; however, we ask that you do what you can to adhere to them. It is understood that each project is unique, so templates have been built for flexibility to work with your content. The following word counts are to be considered the maximum amount of copy recommended.

Front headline: 7
Front subhead: 10
Front call to action: 15
Back headline: 7
Body copy: 95

Internal Communications: Lotus Notes-based emails

Accessibility

The tabbed tables are not usable by those who are visually impaired and other individuals who use screen readers. Screen reader users cannot navigate to the individual tabs and hear that individual content. Everything is presented in a long list with no indication of separation.

Because of this problem, you must use another format for the newsletter to make it accessible to all readers.

How do you solve the accessibility problems of tabbed tables and have a similar look?

An alternative is to use sections. The sections can be styled to look very similar to the tabbed table. The sections are accessible to both keyboard users and screen reader users. Without JAWS, tab to the section you want to open and press the spacebar to open the section. Pressing the space bar again will toggle the section closed. You can also go to View-Expand all sections (or Shift +) to expand all sections in the document. View-Collapse all sections or Shift – will close all sections. Using JAWS, use Shift spacebar to toggle the sections open or closed.

Example 1 - Inaccessible newsletter using tabbed tables

Example 2 - Accessible version of newsletter using sections

Examples

Example 1 shows a newsletter using tabbed tables. It is not accessible. Example 2 shows the equivalent newsletter using sections. This is accessible.

Editing Lotus formats

How to create a Table:

BASIC TABLE

- Menu> Create> Table> Choose column/rows – Fixed width – Table type: Basic
- Add rows and columns needed (You can always merge or delete columns not needed. Note: When you add columns to an existing table, it expands the overall width of the table, so you might have to adjust it.)

TABBED TABLE

- Menu> Create> Table> Choose column/rows – Fixed width – Table type: Tabs
- Tabs show as empty tags. To add text, go to:

How to style text in a Table:

(Within a table that you want to keep a set width)

- Select all the text, go to Menu> "Text Properties"
- Tab 1, Choose Arial for font, and under Tab 3 Margins are defined: Left - 0.25" or 0.05"/ Absolute Right – 7.25"/Absolute

(Note: Absolute defines by inches, while Relative defines by percentage. The right side margin is the space from the left to the right margin. Example: If you want to indent .25 inch from the right and the total width is 7 inches, then the right margin = 6.75 inches.)

How to create tabs:

- Click on Menu> "Table Properties", and choose the 6th property tab, "Table rows"
- Click "Show only one row at a time" (This will turn all the rows of the table you have selected into tabs.)

How to edit tabs:

- Click on tab needing change, and go to Menu> "Table Properties"
- Choose the 6th icon that has brackets
- Edit "For selected row" to retype tab heading (You can also change font type, color, size and style here.)

Add or delete a tab:

- Add: Click in main text body area of the tab, and go to Menu> Table> "Insert Row"
- Subtract: Click in main text body area of the tab you want deleted, and go to Menu> Table> "Delete Se-lected Row"

How to embed a link (for image or text:)

TEXT LINK

- Select text, go to Menu> Create > "Hyperlink" or Menu> Create> Hotspot> "Link Hotspot"
- Add the http://www full website address, or to use an email address add mailto:email@ibm.com

IMAGE HOTSPOT

- Select the graphic you want to be clickable and go to Menu> Create> Hotspot> "Link Hotspot"
- Tab 1, Select Content/Type-URL, and enter web-site into Value area

CUSTOM BUTTON

- Click where you want the button, go to Menu> Create> Hotspot> "Button"
- Button Properties window will open: Tab 1, Add text for button Tab 2: Style text for button (Standard we use is Arial or Verdana, Bold, Size 9pt or 10pt.)
- Go to Menu> Button> "Edit Button" below email. A pane will appear to add action (Please refer to the help links for options.)

IBM

Business Analytics Insider

APRIL 3, 2012 | YOUR SINGLE SOURCE FOR BUSINESS ANALYTICS NEWS

Message from Mychelle Mollot:

First quarter closed on a high note with the global introduction of Smarter Analytics to the market. A series of four events held in London, New York City, Paris and Sydney allowed us to launch Smarter Analytics in a big way to select clients and influencers. Excitement emanated both at the conferences and online about our announcement of new IBM Smarter Analytics Signature Solutions and IBM's big data platform. The steady reporting drumbeat from social media journalists, traditional media outlets and the analyst community is indicative of the momentum driving Smarter Analytics globally, across IBM.

Vision 2012 in Orlando (May 14-17) is just six weeks away! This conference is a key BA event for LoB decision makers (both customers and prospects) in Finance and Risk Management departments to learn how IBM uses analytics to strengthen performance and control risk. Be sure to encourage your contacts to save $200 off the standard rate by taking advantage of the early bird registration which expires next Friday, April 13.

Keep your clients updated on the upcoming events and programs covered in this issue that provide an up-close, in-depth understanding of how Smarter Analytics capabilities from IBM can improve their business outcomes!

Mychelle Mollot
VP, Worldwide Marketing, IBM Business Analytics

SPOTLIGHT

IBM Smarter Analytics launch kicks off
IBM's Smarter Analytics launch kicked off March 20 with the Smarter Analytics Leadership

Don't Miss

BIG WINS

- JDA Software selects IBM Cognos in strategic ASL win. Learn how
- IBM Cognos FSR wins against SAP at UBS. Learn how
- Nielson chooses IBM SPSS in large ELA win. Link here
- Smarter Analytics WinFlash archive. View archive

SUCCESS STORIES

- Superior Mfg Group gains real time insights on reports with IBM Cognos Express
- SKAT drives smarter tax collection with predictive modeling
- Nielsen BookScan boosts revenues by 300 percent with Cognos products
- Voice of the Customer Cognos Express success stories

PARTNERING POWER

- Data Clarity unveils next generation IBM Cognos Mobile offering. Read more

MARKETING PROGRAMS

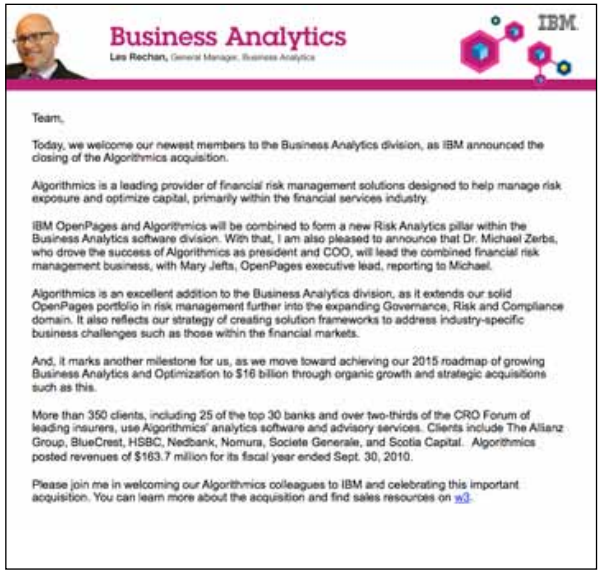
- Predictive maintenance demand programs – new assets, emails and event-in-a-box

Internal and executive communications

Internal communications

Business Analytics software internal e-newsletters are managed by the BA Global Marketing Communications team. The newsletter is to be considered a trusted, central source of information with official Business Analytics news and messaging. This templates may only be used by the BA Global Marketing Communications team. For information about proposing content for the newsletter, please contact Nancy Odom.

Special, high impact messages are evaluated for custom e-cards. This tactic is used to convey strategic initiatives with explicit call-to-action. Contact Susan Marino to evaluate your unique communication needs and discuss the right approach for delivering your special message.


Business Analytics

Les Rechan, General Manager, Business Analytics

IBM

Team,

Today, we welcome our newest members to the Business Analytics division, as IBM announced the closing of the Algorithmics acquisition.

Algorithmics is a leading provider of financial risk management solutions designed to help manage risk exposure and optimize capital, primarily within the financial services industry.

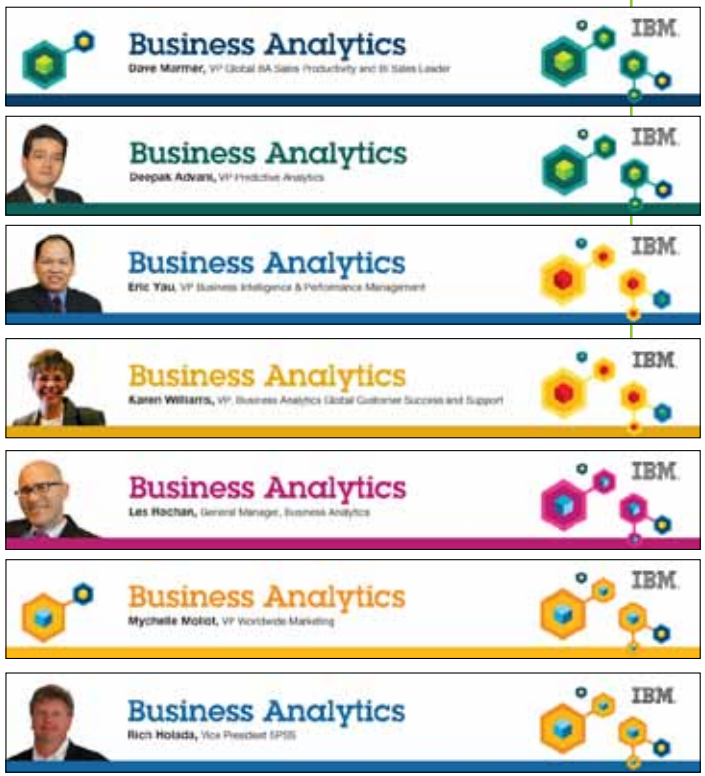
IBM OpenPages and Algorithmics will be combined to form a new Risk Analytics pillar within the Business Analytics software division. With that, I am also pleased to announce that Dr. Michael Zerbs, who drove the success of Algorithmics as president and COO, will lead the combined financial risk management business, with Mary Jefts, OpenPages executive lead, reporting to Michael.

Algorithmics is an excellent addition to the Business Analytics division, as it extends our solid OpenPages portfolio in risk management further into the expanding Governance, Risk and Compliance domain. It also reflects our strategy of creating solution frameworks to address industry-specific business challenges such as those within the financial markets.

And, it marks another milestone for us, as we move toward achieving our 2015 roadmap of growing Business Analytics and Optimization to $16 billion through organic growth and strategic acquisitions such as this.

More than 350 clients, including 25 of the top 30 banks and over two-thirds of the CRO Forum of leading insurers, use Algorithmics' analytics software and advisory services. Clients include The Allianz Group, BlueCrest, HSBC, Nedbank, Nomura, Societe Generale, and Scotia Capital. Algorithmics posted revenues of $163.7 million for its fiscal year ended Sept. 30, 2010.

Please join me in welcoming our Algorithmics colleagues to IBM and celebrating this important acquisition. You can learn more about the acquisition and find sales resources on w3.


Business Analytics
Dave Marmer, VP Global BA Sales Productivity and BI Sales Leader
IBM

Business Analytics
Deepak Advani, VP Predictive Analytics
IBM

Business Analytics
Eric Yau, VP Business Intelligence & Performance Management
IBM

Business Analytics
Karen Williams, VP, Business Analytics Global Customer Success and Support
IBM

Business Analytics
Les Rechan, General Manager, Business Analytics
IBM

Business Analytics
Mychelle Mollot, VP Worldwide Marketing
IBM

Business Analytics
Rich Holada, Vice President SPSS
IBM

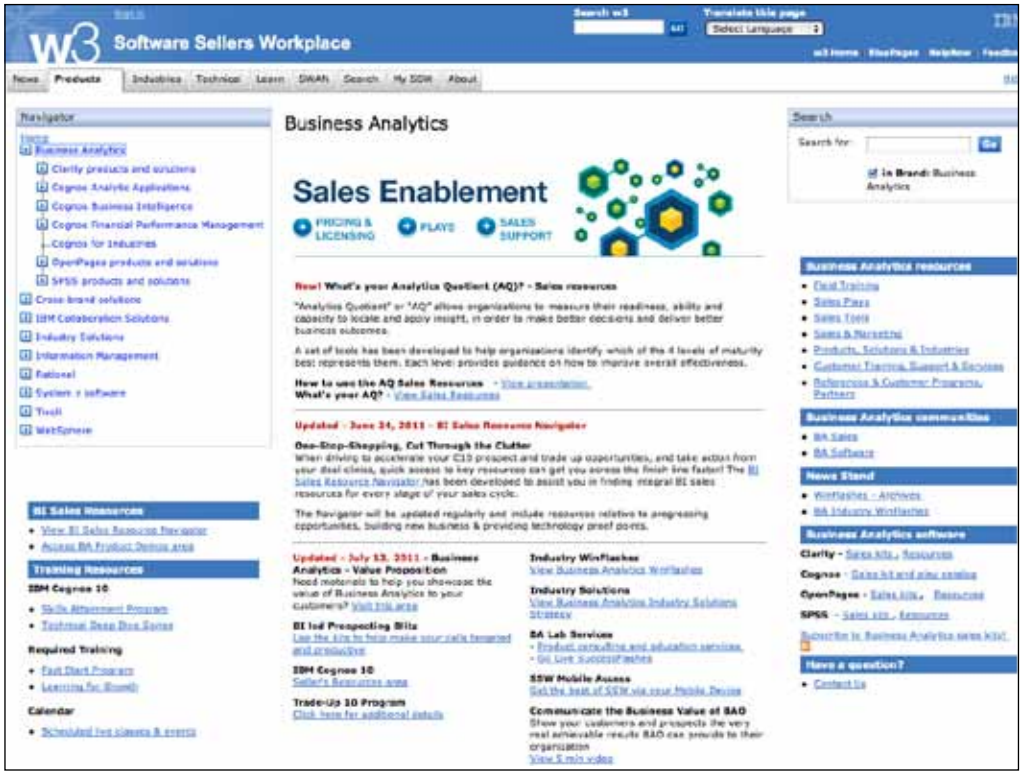
Executive communications

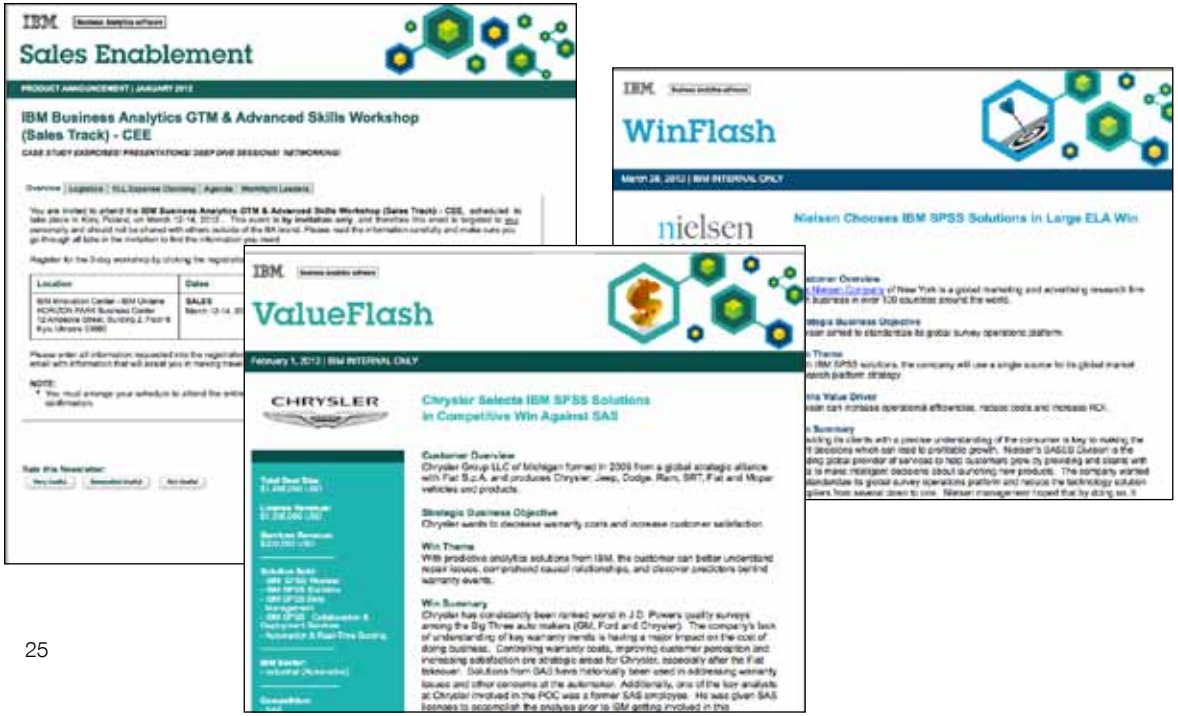
IBM leaders regularly share important information and provide strategic insights to their teams. Standard executive communications email banner templates have been created to bring uniformity to messages from the IBM Business Analytics software senior leadership team. These templates are limited to select members of the global IBM Business Analytics software leadership team. For more information about executive memos, contact Susan Marino.

Business Analytics
Susan Cook, VP, Global Sales - Advanced Analytics
IBM

Business Analytics
Thanhia Sanchez, Director, WW Business Analytics Technical Professionals
IBM

Business Analytics
Wally Casey, Vice President, Worldwide Sales
IBM





Program announcement and sales enablement templates

Program announcement

Templates have been created so that marketers in the Business Analytics division can share campaign activity with others in the organization. These are intended for internal use only. For more information about using this announcement, please contact Scott Thorburn.

Sales enablement

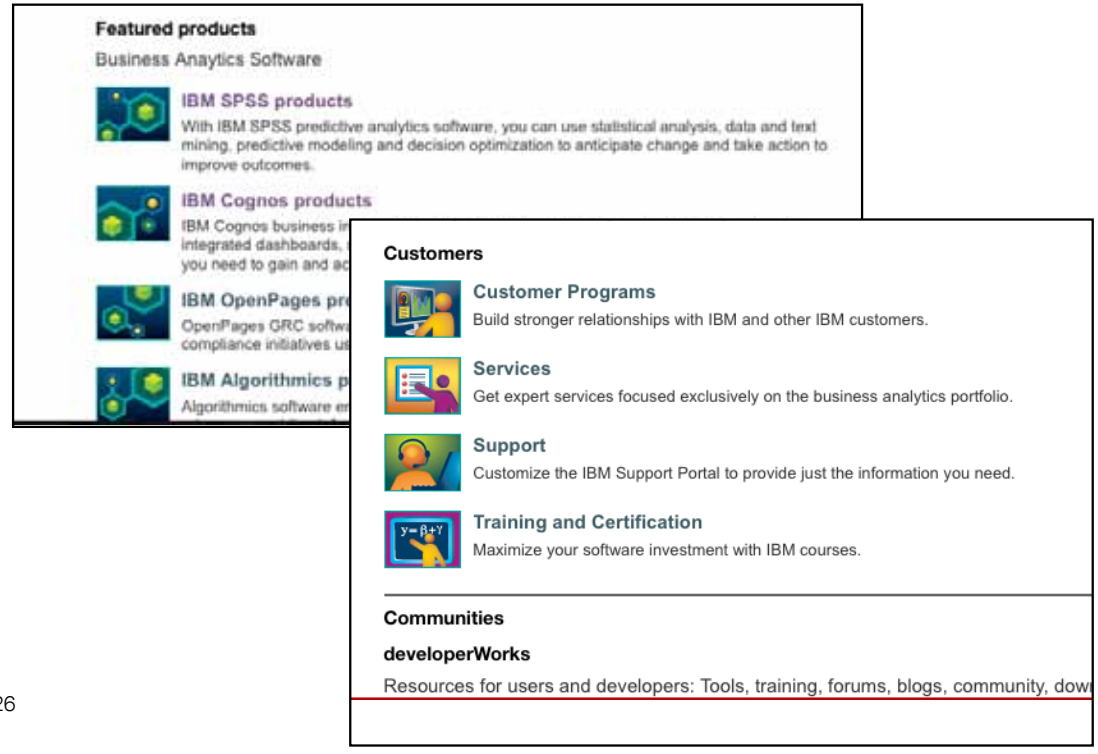
Field announcements are integral in helping drive global field productivity and performance by providing information and direction relative to Business Analytics training, products and field resources. They are to be considered a trusted, central source of information with official "field-ready" Business Analytics news and messaging.

Templates for various sales enablement communications have been created and may only be used by the BA Sales Strategy and Enablement organization. For more information about using this announcement, please contact Pam McTiernan.

- Email templates:
  - Product announcement template
  - WinFlash / ValueFlash
  - Announcement template
  - Messages from David Marmer template
- Wiki banner

Web graphics

To ensure that graphics for the web have a connection to the Business Analytics hexagon design, it is recommended that at least one hexagon appears in each web graphic to connect visually our customers to the Business Analytics capability and the materials we use to market our products. Using only hexagons as the visual is not required, but you may do so if you wish. You may continue to build graphics based on stock photography and other standard imagery. Please contact creative services for further information about combining the visual elements.



IBM

Business Analytics software

YTL03004-USEN-04