



IBM Smarter Analytics

Marketing communications design guidelines





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

Introduction to Smarter Analytics

The **IBM brand** is a mixture of what we are as a company, what we've created as a culture, our values, the people we employ and what impressions all this makes on our audiences. Our graphic identity is one of the ways that we express and uphold the IBM brand.

A graphic identity is experienced in many ways – through our advertising, website, packaging, promotions, collateral and other media.

Smarter Analytics is IBM's distinct and holistic approach to helping clients achieve better business outcomes through analytics. Smarter Analytics represents an integrated set of IBM hardware, software, services and research capabilities that enable clients to outperform their peers.

These capabilities empower clients to align their strategy with the flow of information, anticipate change and shape outcomes, and act confidently at the point of impact to optimize outcomes. Smarter Analytics solutions “learn” – and get smarter – from every interaction and help organizations transform processes for breakaway results. To download the latest messaging and presentations related to Smarter Analytics, visit the [Smarter Analytics Global Community](#).

The depth of IBM offerings means that clients can choose the capabilities and support that best fits their individual business needs. Clients can choose from an array of software solutions for information management, enterprise content management, and business analytics, plus the hardware and systems that these solutions can run on, as well as technology and consulting services that can bring it all together.

The IBM 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.
 - IBM invests hundreds of millions of dollars in 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.
-

All communications that emphasize this integrated approach should use the Smarter Analytics texture creative expression. Please see the *Campaigns and communications guide* for more information.

Please note: The term Smarter Analytics is not a replacement for the term Business Analytics and Optimization (BAO). BAO is recognized as a market category by industry analysts and the media; Smarter Analytics is IBM's way of addressing this market.

When developing new assets, include [Stacey Balkansky](#) or [Sue Marino](#) in the review cycle to ensure that the design adheres to the IBM and Smarter Analytics graphic identity guidelines.





Smarter Analytics wordmark

A Smarter_Analytics_wordmark_black.eps

SmarterAnalytics

B Smarter_Analytics_wordmark_white.eps

SmarterAnalytics

Wordmark

The Smarter Analytics wordmark serves as our primary visual reference and is secondary to the IBM logo in prominence in marketing assets. There is no logo to represent Smarter Analytics. The wordmark is typeset in Lubalin to signal our association with the Smarter Planet agenda.

- Use only supplied artwork for the positive (A) and negative (B) versions of the wordmark.
- Do not alter, distort, bleed or crop the provided assets.
- Do not re-create the wordmark.
- Do not lock up with any other typographic or graphic elements such as taglines, messaging or icons.
- The wordmark should primarily be used in a horizontal orientation in most applications.
- When used in copy, the name Smarter Analytics should be treated with initial capitalization and a space between both words.
- The name Smarter Analytics should not be abbreviated and use of representative acronyms should be avoided.



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 IBM logo at events

A [guide](#) created specifically for event sponsorship uses can be found downloaded for more information. 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

6 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



IBM

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.

For help regarding IBM logo merchandise please contact [Janice Meo](#).

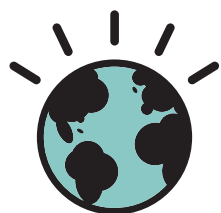
Usage and legal requirements

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 Is:”

- 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.

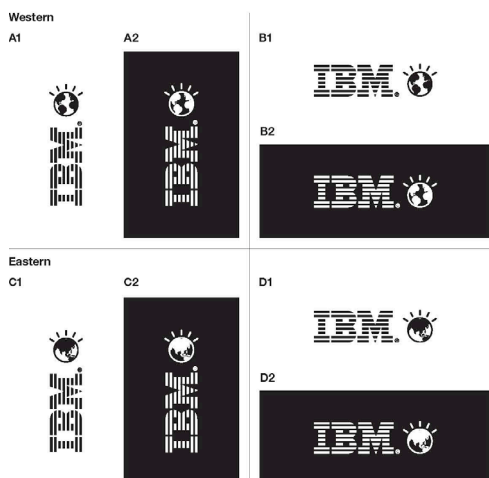
When determining whether a communication is “smart,” ask these three questions:

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, “head-turning” proof to support the Smarter Planet story?

Planet icon with IBM logo

The IBM 8-bar and Smarter Planet icon lock-up identifies a conversation as part of the Smarter Planet agenda.

- Use on all communication pieces as the visual link to the IBM core brand.
- Use the correct version for the audience and application. (Western, Eastern, vertical, horizontal, black or white).
- Use only supplied artwork. Do not create your own.
- Do not alter, distort, bleed or crop.
- Do not lock up with any other typographic or graphic elements such as taglines, messaging or icons.
- Do not extract the Smarter Planet icon and use it independently or locked-up with any other typographic or graphic elements.
- Do not use on the same visual plane as the IBM 8-bar logo.



Visual toolkit 7



IBM names and copyright and trademarks

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

EXCEPTION: Never use a trademark in a headline.

Company name

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

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

Product names

When describing products or applications, be sure to include the master brand (IBM) and the family name on first mention (for example: InfoSphere, DB2, Cognos). Also use the full product name in these locations:

- Headlines and subheads
- Sidebars or callouts
- In captions
- When quoting a customer or an IBM Business Partner

In later references, “IBM” may be dropped and an approved shorter form of the name can be used. This 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.

If you are unsure of an IBM product’s correct name, here are some helpful resources:

- The [IBM Copyright and trademark](#) information page is the authoritative source for all company trademarks.
- Information about [IBM General Business Services](#) can be found here.
- Information about [IBM Systems](#) can be found here.
- On the [IBM Software](#) home page, there is a Product Finder that points to all our software products by capability.

For more information, see: [IBM Corporate Naming Guidelines](#).

Version numbers

Do not use a product’s version number in market materials except to announce a new version or to describe features in a specific version. When used, the version number appears at the end of the product name, preceded by the word “version” or an uppercase “V.”

The copyright notice

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 in any piece of collateral material. On other pieces, the phrasing is simply:

© Copyright IBM Corporation [current year]

Trademarks – the IBM logo

- The IBM logo must appear on all IBM communications, accompanied by the registration mark (or the appropriate mark for your geographical area.)
- 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.

Other IBM trademarks

- Trademarked IBM subsidiaries, product families, 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 may be omitted.
- In promotional items, banners or websites, registration marks should appear on the front or at the beginning of the piece.
- On websites, place a registration mark after the first occurrence of a name on each page.



IBM names and copyright and trademarks

IBM product families such as Cognos, WebSphere and the Smart Analytics System are registered trademarks. Business Analytics and Smarter Analytics, however, are not trademarked terms.

- For style purposes, do not mark the first occurrence if it occurs in a headline or title, either in print material or on the web.
- It is not necessary to use registration marks in the following:
 - 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
 - Cover letters
- Check with local Intellectual Property counsel regarding the use of trademark symbols outside the US.

Trademark usage

- Trademarks should be used as adjectives that qualify nouns, instead of as nouns.
- Do not use trademarks in the 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. (Examples of incorrect usage: POWER5-based systems; AIX/UNIX, Cognos-based applications.)

See the [Copyright and trademark information](#) page for the complete list of IBM trademarks. This site also contains information on how to treat trademarks of IBM subsidiaries and recent acquisitions, as well as trademarks of non-IBM companies.

Products or services of non-IBM companies

With few exceptions, it is not necessary to mark the products or services of non-IBM companies. 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.”

Exceptions: IBM has contracts with five other companies requiring IBM to acknowledge their trademarks. Refer to the IBM Trademark Web page regarding these contracts. You need only mark and attribute those marks that you actually use. For these companies:

- Do not mark first occurrence in text, with ® or ™; instead 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.

For other non-IBM products, carefully spell and capitalize names as the company who owns the name or product would.

- Those names might be trademarks.
- Even though we are not required to mark or attribute them explicitly, try to precede the first occurrence with the name of the product owner.

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



Smarter Analytics core expression

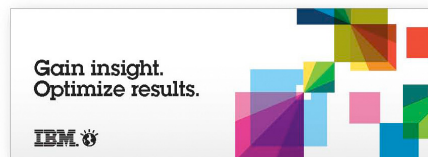


Primary graphic

The primary graphic is the hero of our visual expression, serving as our main vehicle of expression. The Smarter Analytics pattern is designed to reflect core aspects of our agenda and messaging, reinforcing the unique value we deliver to our clients. It uses colors from the broader IBM core color palette.

- The primary graphic should be used as the first point of visual contact for any given communication.
- Use only supplied artwork.
- Do not edit, alter or distort the shapes, composition and colors in the provided asset.
- Use only in the orientation provided. Do not rotate.

Examples of core expression application



ibm.com banner



ibm.com homepage promotion



Banner



Brochure



Letter



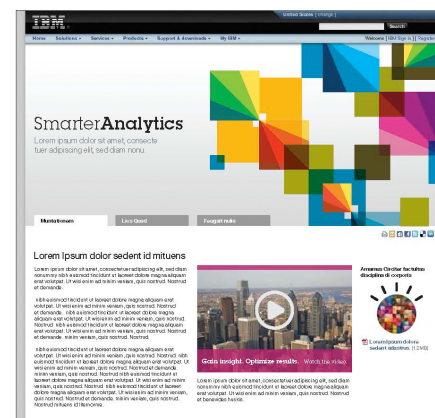
T-shirt front



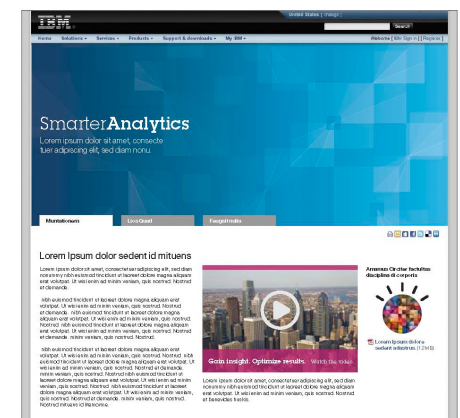
T-shirt back



Tote bag



ibm.com leadspace image



ibm.com leadspace image



Smarter Analytics color palette

Please reference the [IBM Looks Like](#) guidelines document for additional information regarding the IBM core palette, including all of the color break-down formulas.

Color palette

Color is a crucial component of our visual vernacular, helping to unify the appearance of our communications. The Smarter Analytics color palette consists of one primary accent color and three secondary accent colors selected from the IBM core palette. When combined and applied consistently, these colors make our equity distinctive and immediately recognizable. These colors have been derived from the Smarter Planet color palette seen below.

- Use the colors with the values as provided. Do not modify them in any way.
- Use the color formula, as provided, that is appropriate for the application medium.

Primary Accents



BLUE 1

PMS 2905C
C44 M1 Y0 K0
R131 G209 B245
HEX #82D1F5

Secondary Accents



PURPLE 1

PMS 241C
C30 M100 Y0 K5
R171 G26 B134
HEX #AB1A86

YELLOW 3

PMS 124C
C0 M30 Y100 K0
R253 G184 B19
HEX #FDB813

OLIVE 3

PMS 581C
C40 M40 Y100 K55
R89 G79 B19
HEX #594F13





Smarter Analytics square texture

The branded texture brings added versatility to the visual expression. This texture can be used as a background to add weight and emotion, or as a “fill” to imply meaning.

To help visually differentiate Smarter Analytics level materials from the pillars under its umbrella (Business Analytics, Enterprise Content Management, Global Business Services, Information Management and Systems and Technology Group), all templates for Smarter Analytics use the texture.

Whenever you use a bar or block of color, you can apply the texture over it to reinforce the style. The templates show the suggested application over blocks of color but you may interpret as needed.

The texture pattern under copy can make the text difficult to read. You may adjust the opacity to enable the best contrast.

- Use only supplied artwork.
- The positive version is intended for white backgrounds only. The negative version should be used on color backgrounds.
- Do not edit, alter or distort the shapes, composition, orientation or colors in the provided asset.

Please note, these guidelines for texture are to be applied for demand generation templates and assets and should be considered an interpretation of the core creative expression. You may access the core expression guidelines on our wiki [here](#). Please see the *Campaigns and communications* guide for further information.



Positive



Negative



Smarter Analytics Signature Solutions

IBM SMARTER ANALYTICS SIGNATURE SOLUTIONS

A portfolio of outcome-based analytics solutions that address the most pressing industry and functional challenges by bringing together the breadth and depth of IBM's intellectual capital, software, infrastructure, research, and consulting services to deliver break-away results.



Tackle

High-value initiatives

Address industry imperatives and critical processes



Deliver

Proven outcomes

Built on a rich portfolio of analytics capabilities and IBM innovations implemented at clients world-wide



Accelerate

Time-to-value

Faster return-on-investment with short-term projects that support the long-term roadmap

IBM Smarter Analytics Signature Solutions comprise a portfolio of solutions designed to address the most pressing industry and functional challenges that C-suite decision makers are facing in today's evolving marketplace – a marketplace in which organizations need Smarter Analytics to stay ahead of their competitors. The solutions are built on the knowledge and experience of IBM's global team of consultants, researchers, sellers and software specialists. They represent a portfolio of proven innovation that has been implemented at clients worldwide, and brings the best of IBM capabilities together to deliver breakaway results for clients seeking to achieve transformation through Smarter Analytics.

Signature Solutions are:

- Outcome-based, industry-focused analytics offerings addressing clients' high-value initiatives, opportunities and challenges.
- Built on IBM BAO software products, research innovation, and technology.
- Consulting and services projects led by GBS, using key IBM BAO software products and unique Intellectual property packaged as GBS BAO software assets; licensed as part of the Services contract.
- Transformational client projects that achieve faster return-on-investment with modular solution components and proven analytics accelerators.

Why now for Signature Solutions?

Over the past few years, there has been a transformation in which analytics has evolved from initiative to imperative, from enterprise data to big data, and from advancing single companies to transforming entire industries.

In this new environment, clients are looking for solutions that address high-value initiatives, accelerate time-to-value, and bring together the best of IBM's analytics capabilities to deliver proven innovation. These solutions are called IBM Smarter Analytics Signature Solutions.

This solution portfolio addresses emerging opportunities to help clients cultivate next generation customer relationships, manage financial operations, and decrease fraud.

Signature Solutions go-to-market model

The Signature Solutions go-to-market plan is an initial launch in North America with phased rollouts in Europe, GMU and Japan targeting a few anchor, reference accounts. The sales model is integrated by design using IBM's Smarter Analytics S&D leaders as the go-to-market focal points in each IOT.

North America Sales model:

- Cross-brand deals requiring at a minimum GBS and SWG components as part of the overall client opportunity
- 2-in-a-box (GBS and SWG) named resources by Signature Solution
- Targeted list of accounts identified by Smarter Analytics S&D IMT leaders
- Signature Solutions will be introduced and qualified at the accounts
- Set the agenda through associated BVA and follow-up with signature solution proposal
- Deals will be progressed by the named sales resources and subject matter experts
- For clients/accounts not on the target list, but interested in the solution, client teams should contact their respective Smarter Analytics S&D IMT leader and/or GBS BAO contact Europe, GMU, and Japan Sales Model: Target accounts will be identified by Smarter Analytics S&D IOT Leads. Initially, there will be only a few anchor accounts selected in Europe, GMU, and Japan.

For more information please contact [Hester Ngo](#).



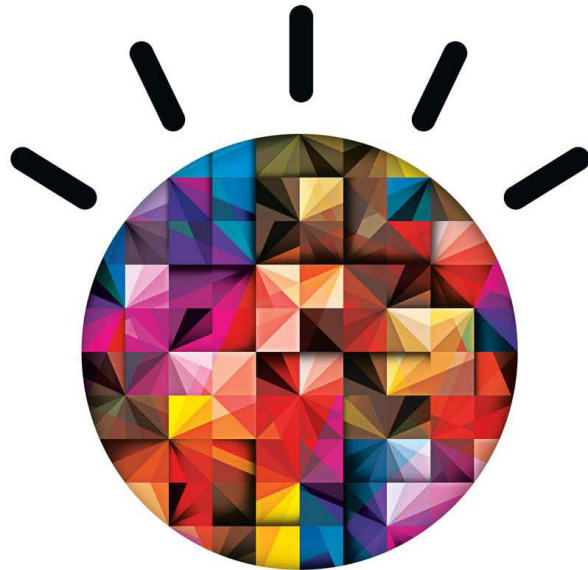
Smarter Analytics advertising

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 [Sue Marino](#) to develop any advertising for IBM Smarter Analytics.

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.



A smarter planet is built on smarter analytics.

Mounting evidence suggests that we're entering a new era, and the change that's driving it is the rise of big data—the 2.5 quintillion bytes being produced each day, which represents the collective output of every person, every organization and every instrumented thing.

In a world defined by big data, it's hard to overstate the importance of analytics. In fact, a 2011 study by *MIT Sloan Management Review* and IBM found that organizations that embrace analytics are 2.2 times more likely to substantially outperform their industry peers.

But not all approaches to analytics are equally smart. A smarter approach means the ability to apply analytics to *all* of an organization's data—not just the structured data from databases or applications, but also the more elusive data that exists outside a business's four walls: things like weather patterns, economic trends, even tweets.

This isn't just theory. Top businesses are putting it into practice, moving beyond using analytics to actually becoming analytic.

For Belgium's leading ticket vendor, Tele Ticket Service, this has meant changing one of the most fundamental parts of their business: their pricing model. They're using analytics to "read" trends in ticket sales so they can automatically adjust ticket prices in different seating areas based on trends in demand.

In more than 20,000 engagements over the last three years, IBM has helped organizations of every description internalize a smarter approach to analytics—giving IBM the unique vantage point to track patterns across industries and apply those insights to every new client engagement.

As we move deeper into the era of big data, IBM will continue to push the boundaries of what's possible with analytics, including pioneering new systems like Watson that not only are able to assess and predict, but also are able to learn and reason. On a smarter planet, the opportunities are as vast as the data.

Let's build a smarter planet. Join us and see what others are doing at ibm.com/smarteranalytics



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Smarter Analytics events: Experience Resource Kit (ERK)

This Experience Resource Kit (ERK) provides guidance and assets for IBM teams and their agency partners when executing a Business Analytics and Optimization (BAO) cross-brand event or a related event from the BAO Program.

Smarter Analytics Live is an event series that crosses IBM's spectrum of BAO offerings. These events feature IBM's analytics capabilities from across our end-to-end portfolio – including research, Software Group, Global Business Services, Systems and Technology Group, Finance, and beyond. The Smarter Analytics Live event series is recommended for growth market and light model countries where execution resources are limited. Complete model countries can also execute these events in addition to executing required brand-led event tactics. Flexible agenda options are also available to ensure you deliver the right event content for your target market.

The Event Resource Kit includes the following complimentary assets for BAO cross-brand events:

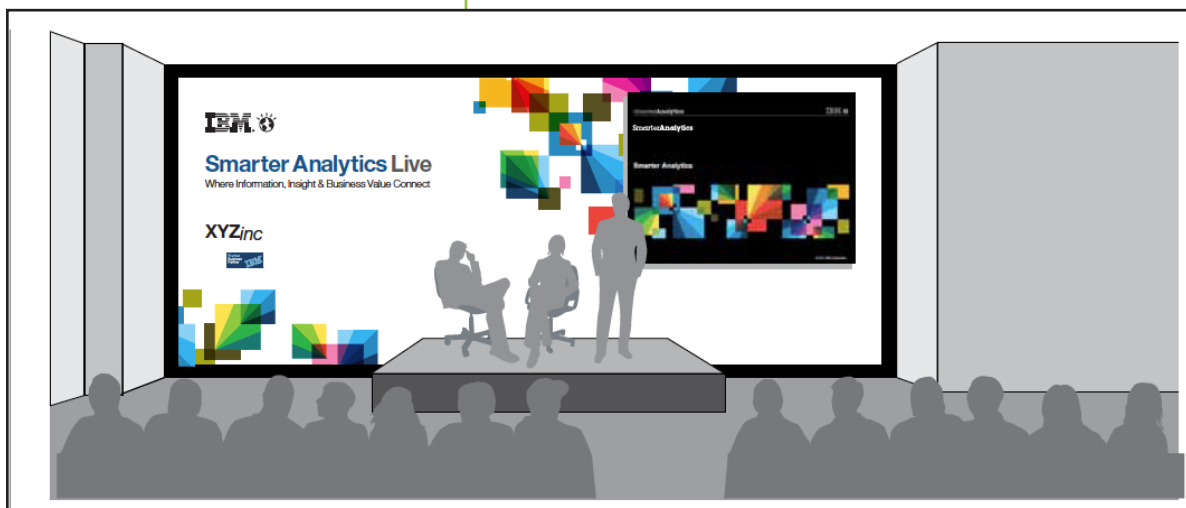
- Execution guidance
- Sample agenda
- Abstracts
- Scripted presentations
- Speaker request support
- Invitations
- Web banners and layout
- Event signage
- Welcome pack
- Collateral
- Demos
- Videos
- Event follow-up tactics
- Post-event reporting

In addition to this ERK, an Event Resource Kit is also available for local IBM marketing teams executing Smarter Analytics Live events.

All of these materials, and more, can be found on the ERK site [here](#). For more information please contact [Justine Natoli](#).

How does Smarter Analytics drive business transformation?

The key point to communicate is that Smarter Analytics is a holistic approach that turns information into insight, and insight into business outcomes. It does so through a transformative and learning process based on a series of key principles: Align, Anticipate, Act, Learn and Transform.



SmarterAnalytics WinFlash

March 2, 2012 | Cross-IBM Sales Momentum **IBM INTERNAL USE ONLY**

BNY Mellon - financial services giant curbs information volume growth and dramatically reduces risk

Financial Services Win with Smarter Analytics Capabilities

Congratulations to the following people and many others who contributed to this win:

▼ The Winning Team:

- Anthony Amalfitano, IM Client Technical Specialist
- Peter Baldwin, Client Representative, Financial Services
- Fred Booker, InfoSphere Optim ITS Solution Specialist, IM Governance
- Hal Burkh, ECM Sales
- Malcolm Carlsen, QES BAO Sales
- Brian Cox, IM Sales
- Allye Ergulien, ECM Program Director
- Russ Fearing, Information Agenda Sales Consultant

Client: Bank of New York Mellon Corp
Smarter Analytics Revenue: \$28M USD
Industry: Financial Services
Country: United States
Solution: IBM Smarter Analytics InfoSphere software, Enterprise Content Management software, Global Business Services

Client Business Challenge:
 Bank of New York Mellon Corporation's (BNY) information volume (which doubles every 20 months) and storage costs (which double every 30 months) not only overwhelmed the IT budget, but impacted governance processes for legal holds, eDiscovery and records retention - making disposal of unnecessary information virtually impossible and increasing risks substantially. BNY needed to reduce costs and automate its governance processes.

BNY, like many financial services firms, has an IT Transformation Initiative to dramatically reduce IT spend. "Data storage is the single fastest-growing component of a technology organization's spend, because of the insatiable appetite our customers have for data and information," said John Fiore, CIO BNY Mellon in a recent interview with Bank Systems & Technology.

IBM Win:
 BNY Mellon had been considering deploying Oracle's records management system and they favored Informatica for structured archiving in a siloed approach across legal, records and IT. IBM was initially considered, but not a preferred vendor.

To win the deal, IBM asserted to the CIO that a disparate approach would generate minimal IT savings, and make data growth a permanent problem. By enabling defensible disposal of unnecessary data rather than archiving it indefinitely, IBM could drive 10x greater savings than any competitive alternative with an integrated solution.

WinFlash

SmarterAnalytics Competition

SmarterAnalytics Marketing

SmarterAnalytics Momentum

eCard banners



Smarter Analytics sales enablement/internal communications

Sales enablement

Field announcements are integral in helping drive global field productivity and performance by providing information and direction. A WinFlash template has been created to communicate Smarter Analytics wins. They are to be considered a trusted, central source of information with official "field-ready" Smarter Analytics news and messaging.

For more information about using this announcement, please contact [Sue Marino](#), [Michele Shaw](#) or [Kim Evans](#).

Internal communications


eCards are used to deliver high impact strategic messages with an explicit call-to-action. To have your unique communication needs evaluated for eCard use, please contact [Sue Marino](#).



Smarter Analytics social media communications

SmarterAnalytics Tweet Sheet

Driving the conversations & creating social buzz for IBM Smarter Analytics




Month DD, 2012 | POSSIBLE SUBJECT TITLE


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The Business Analytics “Social Times” and the Smarter Analytics “Tweet Sheet” have been created to help everyone easily share information related to IBM marketing programs, announcements, news articles, analyst commentary, customer success stories and videos through your social circles.

This newsletter contains ready-to-use posts that you can use on Twitter, Google+, Facebook and LinkedIn. Just copy, paste and send! While the posts can be cut and pasted, we also encourage everyone to personalize them so they fit your voice, and also to create different perspectives on the same topic. However, please use the special hyperlinks provided within each post as they allow us to track traffic and social referrals.

While written specifically for Twitter, most posts can also be used as Google+, Facebook or LinkedIn status updates. However, we recommend you delete any hashtags (words or phrases preceded by the pound or hash symbol; e.g. #ibmanalytics) from tweets first so they don’t confuse your non-Twitter followers.

Everything listed in this newsletter is for use with external audiences so please pass along to your colleagues and ask them to share via their social networks as well.

For more information about executive memos, contact [Tim Powers](#) or [David Pittman](#).



Smarter Analytics web/digital

The Smarter Analytics web page lead space uses the texture over blocks of color for the hero graphic and pictogram style for the icons and charts.



Presentation templates and icons

Presentation templates

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.

There are two template options available for your use. One is the Smarter software for a Smarter Planet template, and the other uses the Smarter Analytics square design. Files have been prepared in Microsoft PowerPoint and IBM Lotus Symphony.

Smarter Planet templates with editable pillar area

Templates have been prepared in Microsoft PowerPoint and IBM Lotus Symphony. There are two versions of each: a white background format and a black background format. A space has been provided using editable copy to showcase your pillar name. The default in the template is the Business Analytics software capability name.

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 it provides greater legibility at a distance.

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.

Smarter Analytics presentation templates

The Smarter Analytics versions are to be used for Smarter Analytics as well as pillar-focused presentations. (Business Analytics, Enterprise Content Management, Global Business Services, Information Management and Systems and Technology Group). There are two versions of each: a white background format and a black background format.

Icon library

A pictogram icon library has been created for your use in presentations. This two-dimensional style will be used by all of IBM worldwide to support the new branding. Files can be downloaded from the [wiki](#).



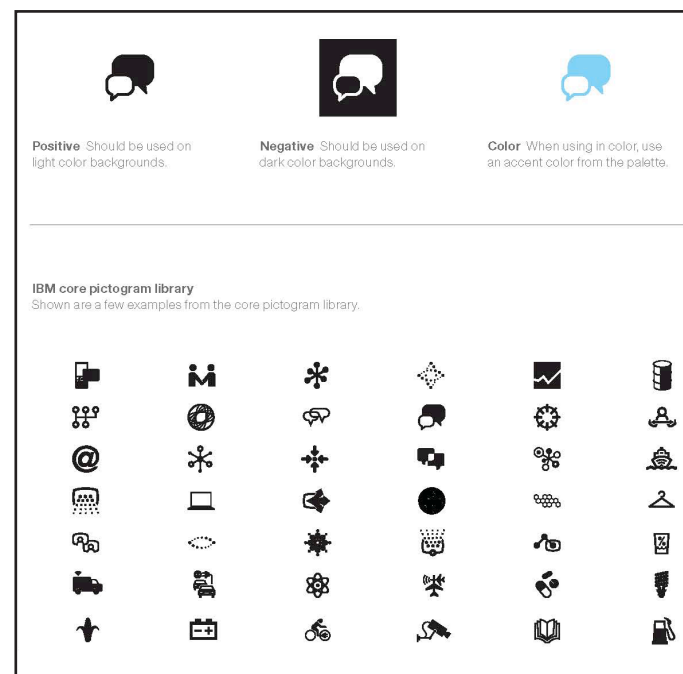
Smarter software for a Smarter Planet



Smarter Analytics software



Smarter Analytics software





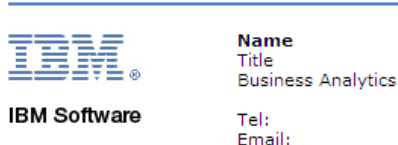
Email footer



Smarter Analytics software signature



Smarter Analytics software signature
with social media links



IBM Software signature



Generic IBM signature

Email signatures

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

Smarter Analytics software HTML footer

We've developed a lightly designed, small footprint signature to help elevate both IBM Software and Smarter Analytics. This signatures use the square design and will help increase visual awareness of the Smarter Analytics design look and feel in the marketplace. There is a simple version and a version with social media icons. You may customize the icons to link to your pages or use the default ones we provide. The Business Analytics software pillar name has been set as the default. If you are a member of a pillar that communicates from the Smarter Analytics point of view please edit the copy as applicable.

You can access the files for the signature [here](#).

IBM software + pillar HTML footer

This version uses the IBM logo as the primary graphic. The Business Analytics software pillar name has been set as the default. If you are a member of a pillar that communicates from the Smarter Analytics point of view please edit the copy as applicable.

You can access the files for the signature [here](#).

Generic HTML signature

Although it is preferred that you use the Smarter Analytic signatures, you may use the corporate signature generator tool to create a generic signature. The IBM MCI Generator page which can be found [here](#).

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



Smarter**Analytics**