



IBM Business Analytics: Multimedia and video

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 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. This document provides specific guidance on how to use the Smarter Analytics creative expression within the Business Analytics division to support the IBM graphic identity and, ultimately, the IBM brand.

Smarter Analytics is IBM's distinct and holistic approach to helping client 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 it can run on, as well as technology and consulting services that can bring it all together.

All assets that emphasize this integrated approach should use the Smarter Analytics creative expression. Because all capabilities within the Business Analytics division align with Smarter Analytics, all BA assets should use the Smarter Analytics “look.” All other

pillars should evaluate the content and if it aligns with the Smarter Analytics point of view then the templates may be used.

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

About the templates

This style guide was written to create a consistent audio-visual template for all multimedia and videos that promote Business Analytics products but may also be used by the pillars that share the Smarter Analytics point of view. It is strongly recommended that you also review the Smarter Analytics overview and Campaign and Communications marketing style guides for detailed information regarding copy styles, logo usage, squares and color palettes relating to the overall Business Analytics identity.

The IBM logo must be used in all materials. Please see the corporate style guide for logo usage guidelines. 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.

When developing new assets, please 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.

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





Project funnel

In the sales cycle, there are four broad stages of customer engagement:

Stage 1 – Awareness/interest. This is the point at which an individual or group first shows curiosity about our company or about a particular product or service we offer. They may have seen our name mentioned in the media, heard something from a colleague or received a communication from us, and are intrigued enough to indicate an interest in knowing more.

Stage 2 – Exploration. At this stage, the audience already knows something about our company and our offerings but wants to know whether what we offer can help address a particular set of business challenges.

Stage 3 – Discovery. At this stage, the product or offering's applicability to a certain business problem has already been established. Now the audience wants to see how it works.

Stage 4 – Validation. At this stage, external validation is needed – which often is best provided by a reference from a customer who has achieved success using the same product in a similar industry or to address a similar business problem.

The multimedia strategy should match the type of materials to the appropriate point of engagement in the sales cycle. These four “stages” are as follows:

Stage 1 – Customer introduction

Stage 2 – Product overview

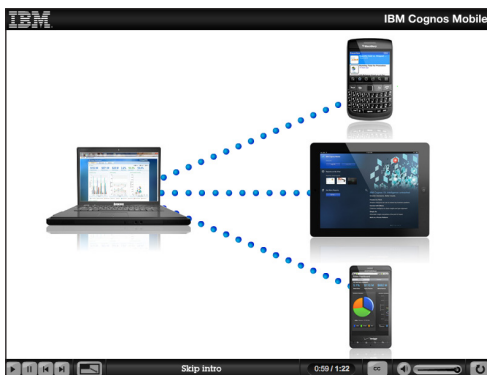
Stage 3 – Sales Engineer/Developer demonstration

Stage 4 – Case study testimonials

When developing scripts for each type of project, you should include the following elements:

- Introduction (standard)
- Description of business problem
- Cost of issue
- Solution to business problem
- Value proposition
- Product in motion
- Summary of value proposition
- Benefits/ROI
- Call to action





Stage 1 – Customer introduction

Audience focus: Director or line-of-business manager

Business scenario: Should show high-level benefits/ value proposition to the organization as a whole. *Examples:* Increase profitability, strengthen customer intimacy and combat fraud. The messaging should be consistent with our overall marketing themes.

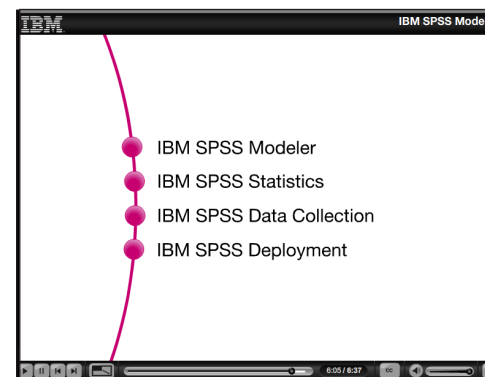
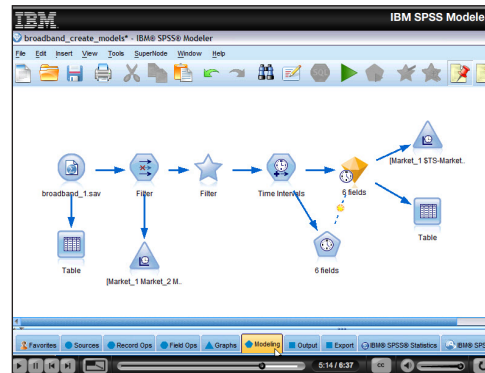
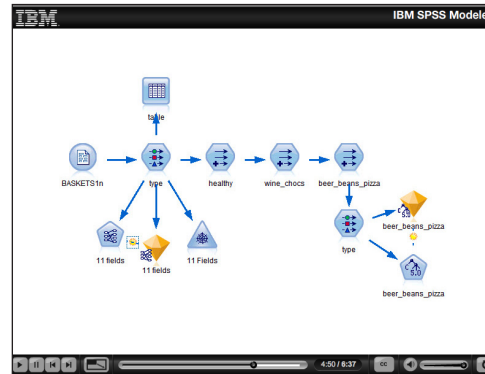
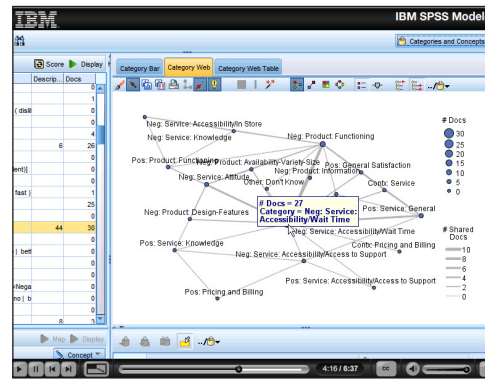
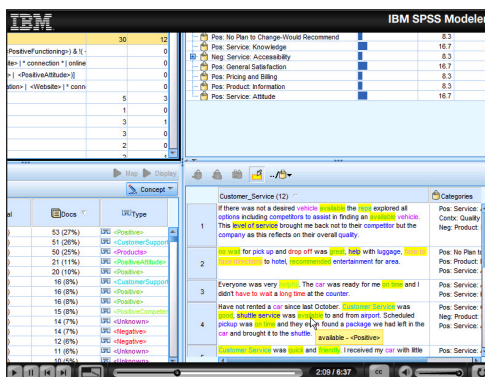
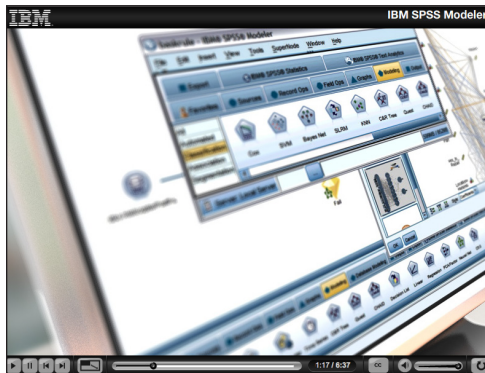
Structure:

- **Introduction:** Give an overview of Business Analytics and explain why IBM is a great provider.
 - *Example:* Business analytics helps organizations understand what has happened, and why, and improve business processes to make them more effective.
- **Business problem:** What we offer, including how predictive analytics solves the business problem you have. Pull in IBM graphics and charts from W3 to support this, as appropriate. Also, industry-specific snippets and industry ROI examples can be added where needed.
- **Call to action:** Call us to find out how IBM can help you... (this can incorporate other contact options as well). The standard text should be as follows:

For further information, please visit www.ibm.com/business-analytics

To contact us, please visit www.ibm.com/business-analytics/contactus

Please note: The contact links for the Business Analytics capability do not need to be embedded in the flash file. The links will now be embedded on the web page. Please contact [Taylor Stockwell](#) for any questions.



Stage 2 – Product overview

Audience focus: Decision makers, department heads, business managers, product users

Business benefits to users: Should show how product can help you be more productive and efficient, as well as control costs. These should be part marketing focused and part product demonstration. *Please note: on IBM.com all vignettes and demos must tie to a product page.*

Structure:

- **Introduction:** About predictive analytics and its place in the business analytics field
 - *Example:* Predictive analytics gives organizations the ability to make smarter decisions based on what people are likely to do next and want next.
- **Usage scenarios:**
 - Show the different industries this can be applied to, i.e. IBM SPSS Modeler is used in finance, insurance...
 - Usage can be customized for the Flash demo
- **Show the product:**
 - One quick feature or function everyone needs to know
 - How is this product different than our competitors
 - *Example:* Modeler's automatic data prep
 - Key or new features
 - Whet the customer's appetite by showing something that will interest them specifically (should be for large sales deals and would be customized for them only)
- **Call to action:** Call or email your sales representative to set up an in-depth demonstration of the product. The standard text should be as follows:

For further information, please visit www.ibm.com/business-analytics

To contact us, please visit www.ibm.com/business-analytics/contactus



Stage 3 – Sales Engineer/ Developer demonstration

Audience focus: User/power user

Business benefits to users: Should show how the product works in detail.

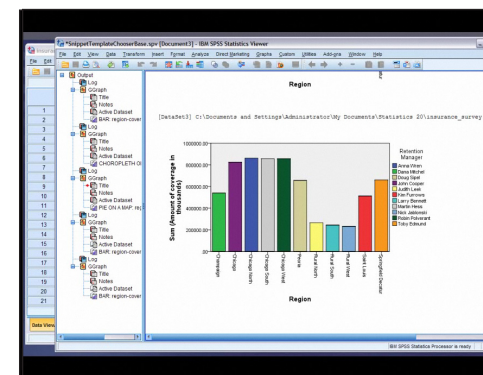
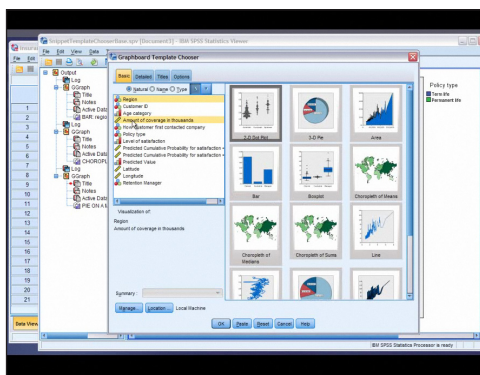
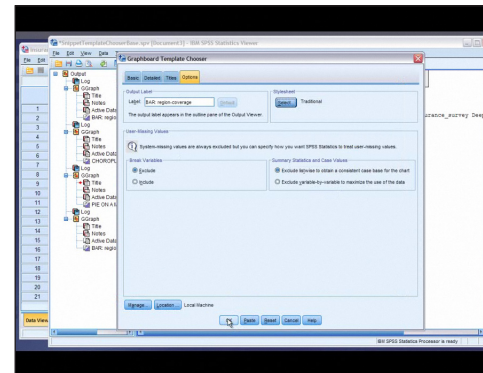
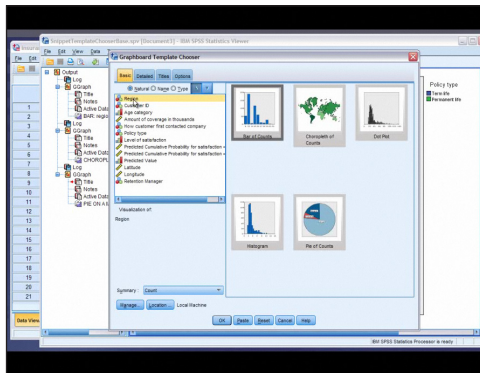
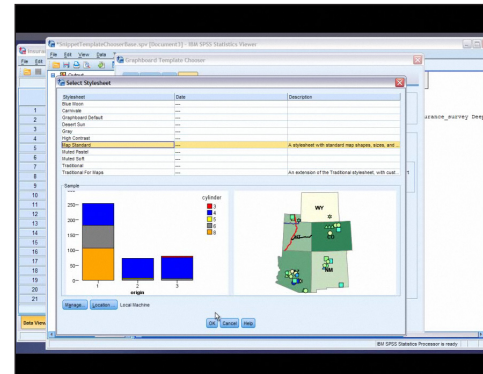
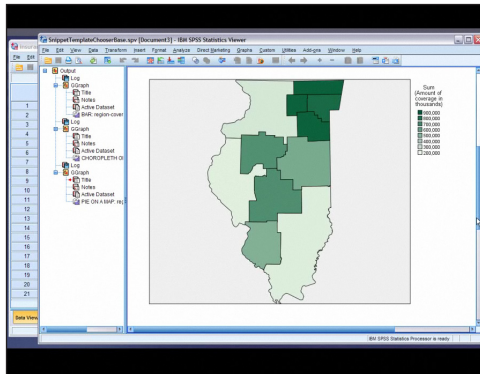
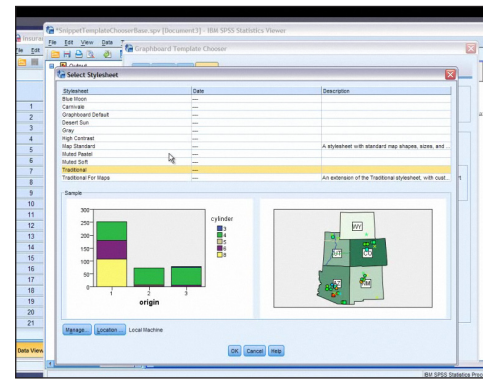
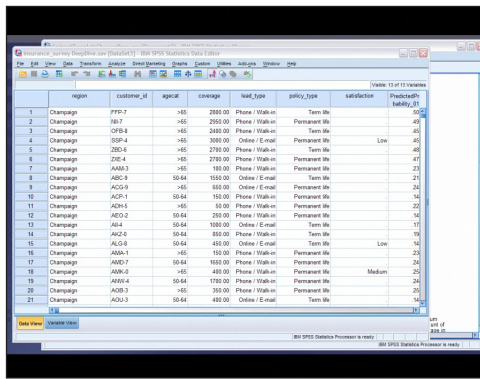
Structure:

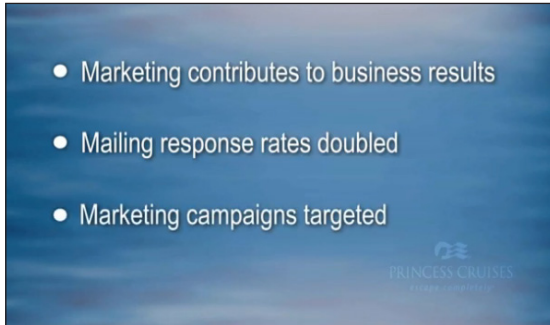
- **Introduction:** Briefly review Business Analytics and how predictive analytics fits in. We have a history in providing products that are easy to implement and have low cost of ownership. Tell them why they want to work with us.
- **Product demonstration:** Varies by product
- **Call to action:** Call or email your sales representative for more information. The standard text should be as follows:

For further information, please visit www.ibm.com/business-analytics

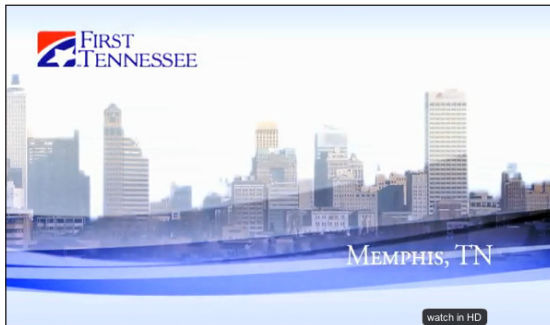
To contact us, please visit www.ibm.com/business-analytics/contactus

Please note: The contact links for the Business Analytics capability do not need to be embedded in the flash file. The links will now be embedded on the web page. Please contact [Taylor Stockwell](#) for any questions.





Princess Cruises Video



First Tennessee Bank Video



Stage 3 – Case study testimonials

Audience focus: All users and decision makers

Business benefits to users: Can be used as an awareness tool, or to show how others in their industry are using the products, achieving ROI, etc.

Structure:

- **Introduction:** Customer's company information, industry and products used
- **Business Challenge**
- **Solution**

Results

- **Why IBM**
- **Call to action:** Call or email your sales representative if you want to know more. The standard text should be as follows:

For further information, please visit www.ibm.com/business-analytics

To contact us, please visit www.ibm.com/business-analytics/contactus

Please note: The contact links for the Business Analytics capability do not need to be embedded in the flash file. The links will now be embedded on the web page. Please contact [Taylor Stockwell](#) for any questions.



Strategic planning

THE KEY ELEMENTS FOR PROJECTS INCLUDE:

Target audience(s)

Value proposition

Messaging

Communication objective

The list below is an outline of the types of questions to ask when planning a project. Gathering this information assists the writer and designer in creating a targeted piece that generates the desired results. If a sponsor is unable to answer these questions, further discussions should be held around the project and what the sponsor hopes to achieve with it.

- Who is the audience?
 - What is our value proposition to them?
 - Are they existing customers or prospects?
 - What are the target audience members like: demographically (a single vital or social statistic of a human population), psychographically (personality traits of an individual), firmagraphically (characteristics of the organization)?
 - What is the single most important message to convey?
 - What are the other important messages to convey?
 - What data do we have to support these messages?
 - Have these recipients received this communication before?
- How does this align with our Business Analytics and Predictive Analytics messaging?
- How does this align with product messaging?
- What are the target audiences' attitudes about IBM, Business Analytics and our products?
- Does this project tie in with revenue streams?
- What is the objective of this communication? What do we want the audience to do as a result of it?
- What are the key message points?
- What are the components?
- How will sales/marketing use it?

- What is this promoting?
 - Is there an offer?
 - What are the benefits?
 - What is unique about this offering vs. similar competitive offerings?
- How will the success of this communication be measured?

Production schedule will be set during the initial writer/sponsor/designer meeting.

This part is to be filled out by the requestor and submitted to [Creative Services](#). This planning guide is available in Microsoft Word format.

Target audience(s):

Who do you want to talk to? External prospects or customers/Company type/Industry or IBM internal organization(s) or Business Partners? Describe role/level and other key characteristics.

Objective:

What do you want to accomplish with this communication? (May include awareness, interest, desire, purchase.)

Core message:

What is the point you want to make, boiled down to ONE SENTENCE?

Competitors:

What are our competitors' messages?

Environment:

What is the audience's current level of understanding of this message/topic? Level of receptiveness? Note any anticipated objections, concerns, or key questions from the audience.



Strategic planning

When creating a project, try to think like a customer and ask “What’s in it for me?” Make sure your project clearly answers that question.

Benefits:

What’s in it for the audience? Why should they pay attention and respond? Not only for their company, but personally.

Call to action:

What do you want the viewer to do after reading/viewing/listening to this? Be specific.

Tone and personality:

What should it be for this communication? (e.g. serious, formal, upbeat, casual, whimsical, satirical, etc.)

Timing:

When will this be presented, or at what times would the audience seek or use this information? If posted to the web site please provide an end date.

Delivery:

Where and how will this be delivered? What media? (e.g. web posting/where?, email attachment, meeting or even screen projection, other?) What is the preceding or surrounding context (related or “parent” communications)? Please provide a URL if a specific location is needed for web posting.

Content:

- What content elements will be included? Think about key messages with supporting proof points.
- What does this audience need/want to know?

Links:

What related web sites or other communications do you want to link to from within this piece?

Other notes regarding content:

This area in the form is blank for write-in information.

See examples included. Provide links to online examples here.

Format and design

Length: Is there a desired or maximum length? (Relates to level of content detail.)

Interactivity: What is the desired level of interactivity? None (free-flowing)? Section stops/starts? Optional links to more content? Mouseovers? Other?

| Key Message or Topic | Supporting Content | Source/SME |
|----------------------|--------------------|------------|
| | | |
| | | |
| | | |



Strategic planning

Is there a need to publicize and drive people to this piece? What are the communications tactics and vehicles?

General preferences:

Can you provide or point to examples of other multimedia pieces you like or don't like – and explain why? (Or review examples we will provide or point you to and give us feedback?)

Related communications:

What existing communications materials should the piece coordinate with in look and feel? (Please provide.)

Creative assets:

Are there photos, art, charts/graphs or logos that need to be included? (Please provide.) If not, describe any other requirements or preferences you have.

Usage:

Will it be used with any other creative material? (Collateral, multimedia, direct marketing campaign, etc.)

Narration:

Is voice-over desired? Professional or in-house talent?

Music:

Is music desired? What type or what specific recordings are requested?

Ending:

Stop or continuous loop?

Updates:

Once the piece is complete, do you anticipate future updates? If so, how often and what type(s) of changes (links only, other content text, graphics, audio?)

Merchandising:

Is there a need to publicize and drive people to this piece? List suggested communications tactics and vehicles.

Budget:

What is the budget?

Content sources:

Who will contribute content?

Review cycle:

Who will review the piece and provide feedback?

Point of contact:

Who will be the point person? Please provide contact information.

Success metrics:

How will we gather feedback and evaluate the effectiveness of this piece?

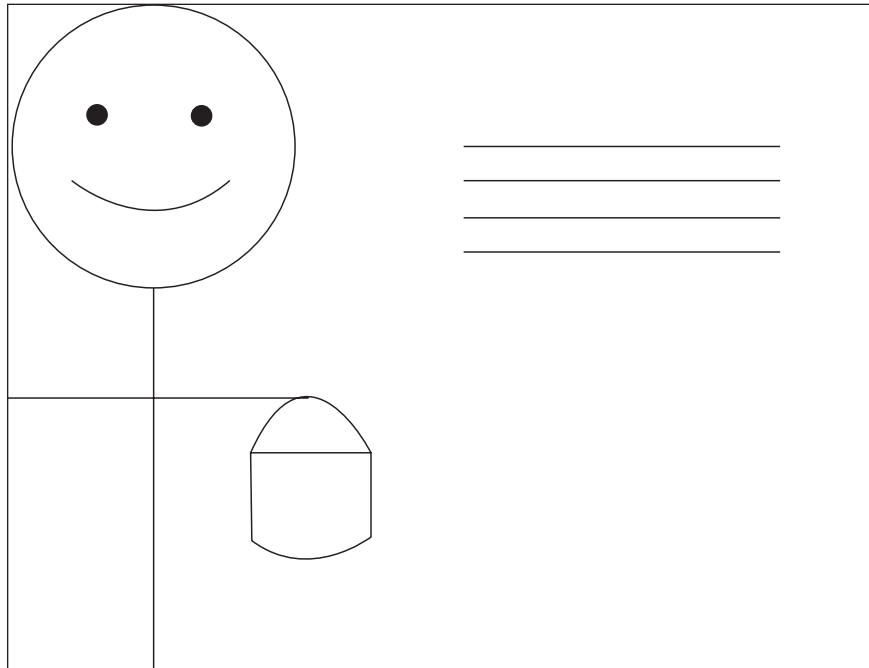


Storyboards

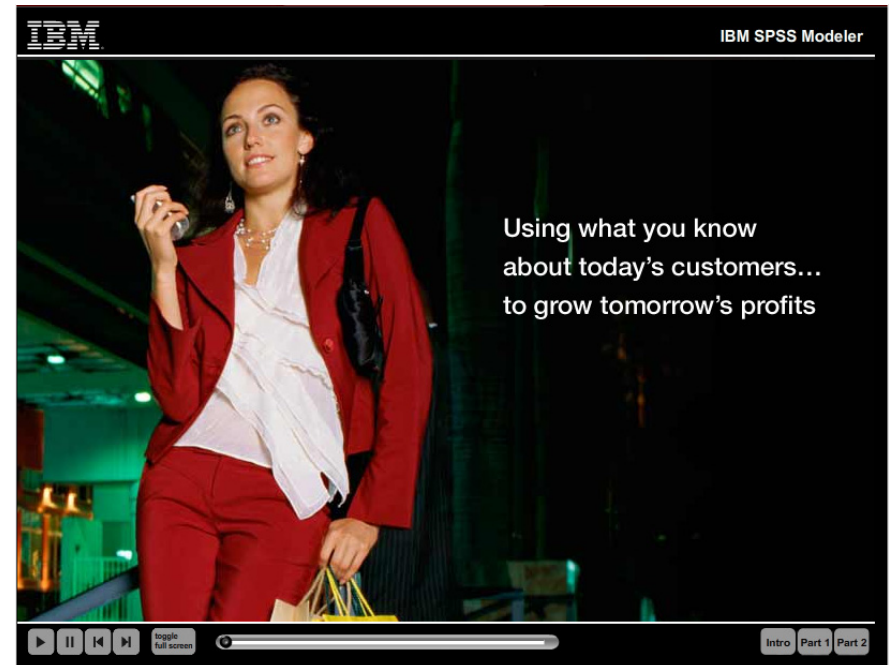
The following content provides guidelines on general storyboard creation and direction. Please see the next page for a visual example.

- Statement of purpose – this is for the benefit of anyone picking up the document for the first time. It's a brief statement of what the document is about. For example; this document presents a storyboard for the animation appearing on the Blue Widgets Web site. The idea is to present a series of illustrations in order to help visualize the sequence of the interactive animation.
- The animation – this is where you say what is going to happen in the animation, and in what order. It's also where the "illustration panels" appear. Nothing fancy is required, it's enough to put in labeled squares or circles (e.g. a circle with 'client logo' in it, the text 'tag-line', a box with 'button 1' in it, etc).
- Animation description – Below or to the side of the illustration panel will be a series of bullets or paragraphs. These describe what is happening in this particular portion of the animation. This is why you label the shapes in the panel, so you have something to refer back to, for instance; "the client logo will fade-in gradually", or "the bouncy ball will move across the screen from left to right".
 - The bullet points are where the real detail goes, hence why artistic skills aren't such a big requirement for this style of storyboard (leave the artistic stuff to the experts). The more detail that goes in here the better. You want to make statements about what happens when the user interacts with particular elements of the animation (e.g. when the user places their mouse over the client logo, a yellow glow appears around it and a pleasant chime sound plays once). Timing, or saying how long things will run is important here (e.g. the slogan text will fade-in over a period of 1.5 seconds). This is also a good place to specify what images, URLs or text will be used on the panel (e.g. when the user clicks the client logo, they will be taken to index.aspx).
 - As the saying goes, "the devil is in the details", and this is where the bullet points come in handy, they serve as an important tool for clarifying what the animation is really meant to be. The bullet points are designed to generate discussion (e.g. client: "we don't want a male model in our banner, our target market is female, they're the ones that tend to buy our lipstick)."
 - Don't forget to say what the state of the animation will be when it first loads up. Will there be a progress meter because the animation is expected to be large? What will the initial banner image be? Will any buttons be highlighted by default?
- Appendix – this is the last section of the storyboard document. It can contain anything else you think needs to be documented (e.g. screenshots, mockups, JPEGs to be used for reference purposes, etc). The two standard sections in the Appendix are support files and Technical Notes / Non-requirements.
- The support files section is actually a ZIP archive embedded within the MS Word document. The ZIP file contains any relevant graphics files intended to be used with the animation. The benefit of packaging these files together is that the most up-to-date graphics travel with the storyboard document itself. This is especially helpful when the document needs to be emailed to off-site contractors. Of course, this only works if the ZIP archive is below 2-3 MB in size.
- The technical notes / Non-requirements section – this is where you say what you're not going to do. For instance; there will be no sound-effects or music used with the animation, no special effects will be used within the animation other than fade-in/fade-out, the animation will run for no longer than 30 seconds. In addition, you may want to give specific instructions which are relevant only to the Flash developer, such as: "the completed animation should be no more than 1 MB in size, all text appearing in the animation should be retrieved from an XML file, etc."

Article Source: EzineArticles.com/?expert=Louis_Marshall



Storyboard Example





Flash

IMPORTANT LINKS:

Rich Media: cwt01-stds.webmaster.ibm.com/rm/rm-or.html

Posting requirements:
w3.tap.ibm.com/w3ki/display/IMWeb/Simplified+video+posting+requirements

All Flash

This guide was created primarily for the creation of new video content developed in Flash. Flash based multimedia is no longer supported or permitted on the Business Analytics web pages. However, Flash files may be exported as MP4 files and embedded into a flowplayer interface.

- Follow standards for all rich media. For more information please review the overview and requirements at cwt01-stds.webmaster.ibm.com/rm/rm-or.html.
- When SWF files are being loaded into a parent SWF, the frame rate of the SWFs being loaded must be identical to the frame rate of the parent. For more information please review the posting requirements at w3.tap.ibm.com/w3ki/display/IMWeb/Simplified+video+posting+requirements.
- To ensure multimedia plays on apple OS device, it is preferred that an MP4 file is supplied to the web team. It must be rendered or exported as a H.264 compressed MP4 file unless otherwise specified.
- Users must be offered a choice of connection speeds, including high bandwidth (300Kbps) and low bandwidth (40Kbps).
- Only items like in-line graphic animations, homepage lead spaces, embedded rich media presentations in the content space of pages, market intelligence surveys and image builds may auto-start. All other Flash presentations (e.g., demos, videos, etc.) must be user-initiated. Once launched, the presentation must auto-start.
 - An animation sequence must not play more than three times.
 - An animation sequence must never loop indefinitely.

- The user must be allowed full control over stopping or dismissing the Flash presentation, whether auto- or user-initiated.
- All navigation and controls must be consistent in design and nomenclature with the global controls mentioned above.
- Sliders and timelines must clearly correspond to a time-based element in the interface.
- Closed captioning must always reside in a dedicated space, below the image and any summary copy.
- No graphics may be placed behind the captioning; its background may not be transparent.
- When embedding fonts, only use system fonts that are installed by default on most systems.
- Fonts must follow text standard.

Accessibility

- Users must be offered a text transcript of any Flash presentation other than a brief in-line graphic animation. Acceptable formats include web content (preferred) and PDF documents (although Google can read PDF documents, they cannot convey equal weighting). Both formats may include graphics, as long as the content remains accessible.



Flash, software and music

IMPORTANT LINKS:

Snagit: www.techsmith.com/screen-capture.asp?gclid=CO-s-qiZ66ECFRMNDQodJGRyJg

Camtasia: www.techsmith.com/camtasia.asp

Music: w3.tap.ibm.com/mediabrary

Dimensions

- Pop-up windows must be between 390-750 pixels (width) x 300-570 pixels (height). Follow standards for pop-up window sizes.
 - While the usage of 750 x 570 pixel pop-up windows is permitted for full-screen Flash presentations, bandwidth considerations and load times should be taken into consideration when authoring Flash presentations at this scale.
- Embedded Flash presentations must be between 260-530 pixels (width) x 195-398 pixels (height) for standard pages, 930 pixels (width) x 260-300 pixels (height) for Hi-Definition landing pages and must be 930 pixels (width) x 550 pixels (height) for full-screen Flash campaign landing pages.
 - Prior approval from the User Experience Design team is required for all full-screen Flash campaign landing pages.
- Embedded Flash presentations must follow column grids.

Sound

- All audio must be output in MP3 format. This can be found within the publish settings.
- To ensure proper audio sync, use a drop frame rate such as 23.98 or 29.97.

Load

- While the Flash presentation content is loading, use of a pre-loader is required. The pre-loader signals that the file is loading and offers an estimate of the time remaining before the presentation can be viewed. Acceptable pre-loaders include displays of:
 - The IBM logo.
 - A dynamically updated load time, in percentage of total KB (e.g., “18% of 398KB”).

- A dynamically updated progress bar, in sync with the percentage of the file that has loaded; for accessibility, an audio equivalent must be made available.
- Initial load before playback begins must not exceed 250KB.
- Because Flash presentations are to be loaded progressively – that is, as a series of smaller files – there is no upward limit to the file size of a presentation.
- As a best practice, use the Adobe Flash Bandwidth Profiler within Flash’s “Test Movie” environment to analyze application performance at various bandwidths.

Software for screenshot captures

It is recommended that Snagit be used for capturing screenshots. You can download a version at www.techsmith.com/screen-capture.asp?gclid=CO-s-qiZ66ECFRMNDQodJGRyJg. A demo version is available at www.techsmith.com/download/snagittrial.asp. Snagit allows you to take a picture of your screen and/or turn it into a custom graphic. To ensure optimal resolution please set the specifications for the highest resolution available. Preferred recording resolution is a minimum of 1280 x 720 at native zoom. Lesser resolutions may be permitted if constrained by hardware limitations.

Software for demo captures

Camtasia is typically used in house to capture product demos. You can download the software at www.techsmith.com/camtasia.asp. Camtasia lets you record on screen activity and edit a professional screencast video.

Music

Visit the IBM media library at w3.tap.ibm.com/mediabrary for options.



Video

HIGHLIGHTS:

Follow standards for all rich media.

Transcript of the video must be provided when submitted for upload.

Launch of video content in the content space and right-column must be user-initiated.

The user must be allowed full control over stopping or dismissing the video presentation.

Linking to, or embedding third-party videos hosted outside of ibm.com is not permitted without prior approval from IBM legal and the User Experience Design team.

This guide was created primarily for the creation of new video content. There are, however, portions of this guide dedicated to the creation of videos that use pre-existing footage.

Acceptable uses of video

- Interviews
- Commercial spots
- Recorded conferences and speeches

Video requirements

Requirements for videos will vary depending on where the video will be used and its purpose. Following are the three primary delivery mechanisms for video content:

- Embedded v16 IBM.com web pages
- Embedded v17 IBM.com web pages
- Standalone Web Delivery

Standard requirements

All video

- Follow standards for all rich media.
- Transcript of the video must be provided when submitted for upload.
- Launch of video content in the content space and right-column must be user-initiated. Once a user has launched the video content, the video must begin playing automatically.
- The user must be allowed full control over stopping or dismissing the video presentation.
- When presenting video of extended duration, use a structure of three-to-five-minute chapters.
- Linking to, or embedding third-party videos hosted outside of ibm.com is not permitted without prior approval from IBM legal and the User Experience Design team.

- In situations where it's necessary to link to third-party videos hosted outside of ibm.com, a still frame image of the video clip may be embedded in a page with an external link and description indicating to users that the video is hosted outside of ibm.com.
- Larger video files should be hosted by an approved vendor such as Akamai.
- Follow standards for all YouTube videos.

Load

While the video content is loading, use of a pre-loader is required. The pre-loader signals that the file is loading and offers an estimate of the time remaining before the video can be viewed. Acceptable pre-loaders include displays of:

- The IBM logo.
- A dynamically updated load time, in percentage of total KB (e.g., "18% of 398KB").
- A dynamically updated progress bar, in sync with the percentage of the file that has loaded; for accessibility, an audio equivalent must be made available.

Player controls

- Player controls must be indicated by standard graphics. These controls are: "Play/Pause" and "Sound on/off" along the bottom panel of the player. All controls must be keyboard operable (and accessible to screen readers if a web alternative is not provided).
- Turning sound off must activate closed captioning, when available and applicable.



Web video

HIGHLIGHTS:

(All new web pages, beginning January 1, 2012, should be created with v17 templates.)

v17 embedded video requirements can be found at: pokgsa.ibm.com/~uxguy/public/Standards/Site/v17_Cov_Draft_WS/Rich%20media/Video/Video_tab1.htm

Flash is no longer permitted on Business Analytics web pages.

Additional custom requirements

Embedded v16 IBM.com web pages

- No longer supported.

Embedded v17 IBM.com Web Pages

As IBM.com releases the new “v17” look and feel, in conjunction with the Centennial design project, video standards will similarly be upgraded. Any videos being embedded into a new v17 web page should adhere to the following standards: (All new web pages, beginning January 1, 2012, should be created with v17 templates.)

- Large Option Resolution: 940 x 332
- Small Option Resolution: 620 x 332

Additional v17 embedded video requirements can be found at pokgsa.ibm.com/~uxguy/public/Standards/Site/v17_Cov_Draft_WS/Rich%20media/Video/Video_tab1.htm.

Standalone web delivery

Some videos will be delivered on the web via a tailored page designed specifically for an individual video. To ensure optimal resolution please set the specifications for the highest resolution available. Preferred recording resolution is a minimum of 1280 x 720 at native zoom. Resolutions should adhere to a 16:9 aspect ratio. Lesser resolutions may be permitted if constrained by hardware limitations.

Standalone videos will include a web player “wrapper” and adhere to the following standards:

- Aspect ratio (width to height): 16:9 (4:3 permitted on an “exception” basis only).
- Resolution: 1280 x 720 at native zoom.

Supported Files

Flash based videos, demos, or other multimedia are no longer permitted on Business Analytics web pages.

Videos should be delivered as MP4 files with H.264 video encoding in order to support Apple IOS devices. Files should be no larger than 200MB, smaller is preferred as long as video quality is unaffected.

Software for screenshot captures

It is recommended that Snagit be used for capturing screenshots. You can download a version at www.techsmith.com/screen-capture.asp?gclid=CO-s-qjZ66ECFRMNDQodJGRyJg. A demo version is available at www.techsmith.com/download/snagitttrial.asp. Snagit allows you to take a picture of your screen and/or turn it into a custom graphic. To ensure optimal resolution please set the specifications for the highest resolution available. Preferred recording resolution is a minimum of 1280 x 720 at native zoom. Lesser resolutions may be permitted if constrained by hardware limitations.

Software for demo captures

Camtasia is typically used in house to capture product demos. You can download the software at www.tech-smith.com/camtasia.asp. Camtasia lets you record on screen activity and edit a professional screencast video.

Music

Visit the IBM media library at w3.tap.ibm.com/mediabrary for options.



Video interviewing

Please note – customers will need to sign an IBM success story distribution (video) release and license grant document before the video can be made public.

Below are standard interview questions and suggestions for your reference. Each interview should be customized as needed.

IBM core case study questions

1. What were the primary business drivers behind the project?
2. How do these business drivers relate to trends within your specific industry?
3. What was the immediate sought-after goal of the project?
4. Were any other long-term goals of the company factored into the decision of how to act?
5. Why was IBM selected?
6. What functions did IBM perform within the engagement?
7. What solution was developed to address the business problem?
8. What is its basic function?
9. What are the key technology components and architecture of the solution?
10. How does the design/technology/architecture enable other long-term strategic goals of the company?
11. How does it work?
12. How does it interact with the company's other systems and processes?
13. How does the solution change the way things are done?
14. What new capabilities does it enable?
15. With specific business benefits result from the solution?
16. What are the most relevant metrics that describe these business benefits?

IBM Business Analytics software specific case study questions

1. What unique business challenges do you face in your industry and how has IBM Business Analytics software helped you overcome them?
2. Can you describe specific examples of how you used IBM Business Analytics software to address those challenges? How would you have addressed these challenges without IBM Business Analytics software?
3. Why did you choose IBM Business Analytics software? Did you evaluate other providers? What did our product have that theirs didn't?
4. Can you provide a little more detail on specific projects, and what your objectives were for each? What did you set out to measure and why, and what were the results?
5. If numerical data is not available, please tell us anecdotally what the results helped you accomplish?
6. Are there any types of projects you can do now that you couldn't do before implementing data collection software?
7. What business benefits have you gained as a result of using IBM Business Analytics software? Metrics might include: increases in revenue, productivity, shareholder value and time to market; decreased cost in implementation and maintenance; reduced employee turnover; and enhanced security.
8. What is the #1 benefit you have experienced?
9. What, if anything, has IBM Business Analytics software helped you discover that you wouldn't have learned without it?
10. Specifically, how has the product benefitted your team?



Video interviewing

Please note – customers will need to sign an IBM success story distribution (video) release and license grant document before the video can be made public.

11. What intangible benefits have you gained?

12. How has IBM SPSS software helped you achieve a competitive edge?

Please note – customers will need to sign an IBM success story distribution (video) release and license grant document before the video can be made public.

General suggestions

- Clearly define your objectives up front in order to assess your interview questions and make sure that the answers will map back to them.
- It is encouraged that interviewers share the objectives and purpose of the interview in advance to help give direction on how to focus answers. This will limit off-topic information.
- Share or discuss the questions you will be asking in advance.
- Reconfirm at the start of the interview how much time you expect the interview to take.
- Include an open-ended question at the end that allows the interviewee to give one last opportunity to communicate their key points. For instance, is there anything else that you think is important to tell me that you haven't communicated yet? Is there anything that we've missed?
- Consider asking for referrals. If you are looking for more information or different perspectives your interviewee might have suggestions for others you should interview inside or outside of their organization.

Always use the following elements to produce a consistent visual theme for all multimedia. These elements consist of:

- Intro
- Title (animation optional)
- Transition animation
- IBM font styles for video (Helvetica Neue and Arial preferred)
- IBM logo
- Music track (optional)



Video guidelines

General video guidelines

Composing a timeline: When to use which elements?

- An “Intro” should be used at the beginning of every video segment.
- For every main section that requires an opening title, use a transition.

Video software

- The IBM SPSS Video Collection is currently created using the following software (although there are newer versions available.) The later versions of the suite are acceptable for use but Creative Services may request that a file is saved as an earlier version to work with existing systems for editing and updating:
 - Adobe Premiere Pro
 - Adobe AfterEffects
 - Adobe Audition or Audacity (open source program)

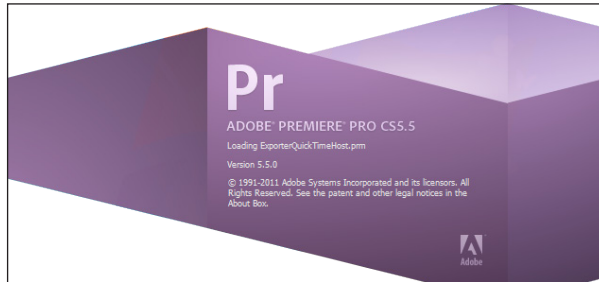
We suggest you use these programs to edit and create video files.

Note: To make text edits and for general timeline editing, you will only need Adobe Premiere Pro with the included Title Creator.

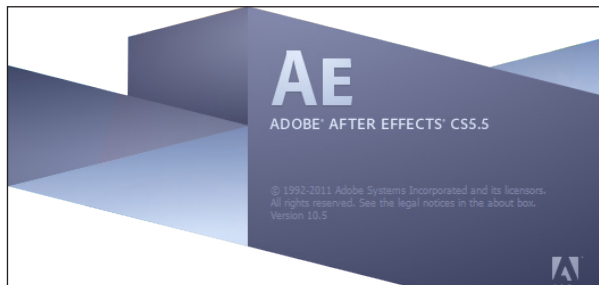
Composition guidelines

When composing shots for a video project, please pay close attention to where the subject is placed within the frame, and take into account the script and duration of the segment. Ideally, the subject will be off-center in the frame to the left or right to leave room for the title.

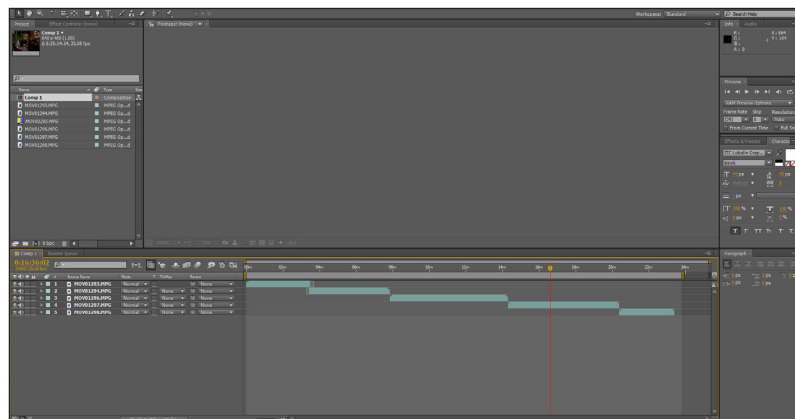
Great care should be taken when setting up the camera and lighting. Make sure to use a tripod to avoid camera shake. Be sure camera focus is properly applied, and that lighting is adequate to avoid overly dark or over-blown video.



Adobe Premiere Pro



Adobe After Effects Professional



Adobe After Effects Professional Interface



Video guidelines

IMPORTANT LINKS:

Music: w3.tap.ibm.com/mediabrary

Green screen:



Examples of correctly framed compositions



Examples of poorly framed compositions

If you decide to use a custom background, be sure to use a green screen or other alpha screen to key out in post-production.



Key factors to remember when shooting with green screen:

- An evenly lit background is the key to a successful green screen effect. The more evenly lit, the easier it will be to remove the green screen in post-production.
- Be sure to watch for shadows and unnecessary elements in your composition.
- Look for wires, shadows and unwanted elements that will appear in the foreground.
- Make sure your subject is not wearing the same color as your alpha channel. Advise your subject well in advance that you will be shooting with a green screen, and that they should avoid wearing anything with green in it.

Backgrounds:

If you are shooting with a green screen, be sure to decide on a background to use in post-production. Be sure that your background image matches the dimensions and aspect ratio of your footage (for example, 1280x720, square pixels).

Music

Visit the IBM media library at w3.tap.ibm.com/mediabrary for options.

Recording audio

Specifications:

Audio is one of the most overlooked aspects of filming video. You should be absolutely sure that you are using the best equipment possible to capture the audio with as few imperfections as possible. The best possible audio quality should be used at the time of the recording. Usually this is 2-channel stereo (mono is acceptable for voice-only recordings) at 48000 Hz.



Things to consider when recording audio:

- Purchase a high-quality external zoom microphone or lapel microphone that plugs into your camera's audio jack.
- Monitor your recording through your camera's headphone jack and adjust levels accordingly to avoid distortion.
- If you are using a power supply with your camera that attaches to a wall outlet, be sure to check for electric noise, and always use a surge protector to avoid electronic hiss that may not always show up through your monitor headphones.
- It is usually not acceptable to use the built-in microphones that come with cameras. For greater audio quality, always use an external microphone.



Square configurations for Smarter Analytics pillars

The design structure uses squares over a white background 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 configurations has been created for simple global application. There are 4 main color schemes that you may use in your materials: fuchsia/blue, green/blue, orange/blue and navy blue/orange and blue. Please see the next page for more specific details.

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 squares rather than recreate a new file. It is suggested that you use small clusters and position them according to your layout rather than use a complex version with a large quantity of squares and ensures that we support the IBM style of open white space. This will place the focus on the content rather than the graphics. 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.
- Select square colors may be adjusted to match the color family when needed. It is preferred however that you use the configurations from the library provided.
- Squares may be cropped or “bleed” off of the page. When cropping the squares off of a page you must show at least 25% of the square.

- Images like stock photos may be used in addition to the squares. Please remove the background so there are no hard edges of the photograph showing. Squares can be positioned in front of or behind the photo. If applying squares over the photo, please make sure some are using the transparency setting.

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 photographers 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. Also, GIF files can have transparent backgrounds ideal for presentations with color background.



Intro/outro bumpers

Animation bumpers



The design system uses squares to visually communicate the way our products connect, interact, fit and work together. The configurations should be leveraged in marketing assets to ensure that we present ourselves cohesively to the external and internal markets.

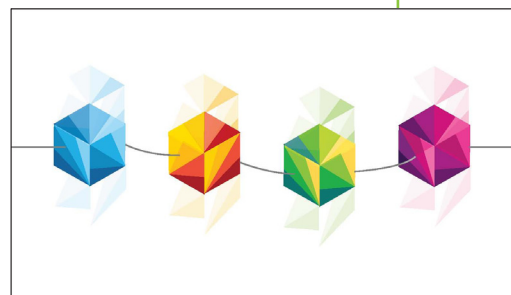
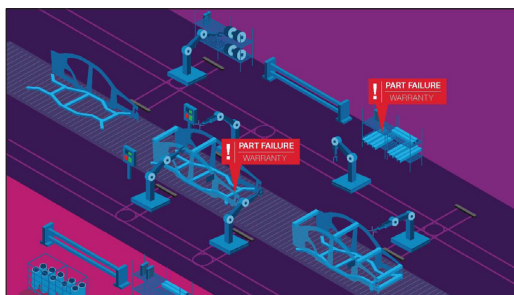
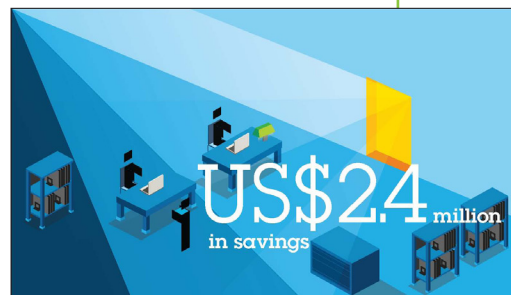
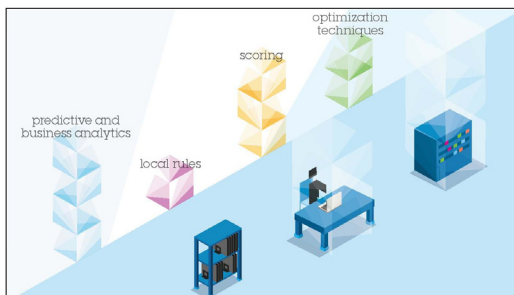
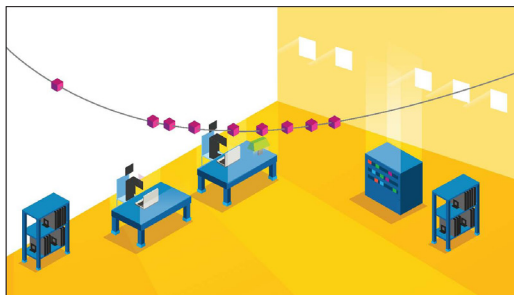
Multimedia is created by different internal and external agencies, all with their own look and feel for animation. To ensure our customers can easily connect each asset to the overall Smarter Analytics point of view, intro and outro bumpers have been created to “bookend” the demo, vignette or video. This gives any animation a connection to the creative expression without mandating a specific design to the animation.

We encourage you to leverage the square style in your animations; however, it is permissible to use standard stock photography without additional squares as long as the “animation bookends” are prominent and colors are complimentary to the hexagon animation.

If your animation utilizes the square elements, it is permissible to opt out of using the animation bookends. If you have any questions about whether or not to use the bumpers please contact [creative services](#). An animation has been created in 16:9 ratio

Example of approved square animation

Please note: these are just examples of ways to integrate the creative expression into an animation. There are many ways the creative can be animated.





Color palettes

There are four color families used in the templates. Please do not adjust the colors in the templates. These colors are to be used in headlines, subheads and accents. Configurations have been adjusted to work with the color palettes to ensure colors do not clash.

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



Fuchsia and blue palette
Fuchsia: 241
Blue: 301



Green and blue palette
Green: 376
Blue: 301



Orange and blue palette
Orange: 144
Blue: 301



Navy blue and light blue palette
Navy: 2955
Blue: 301
Orange: 144

Fuchsia configuration

Headlines, subhead and accent colors

| | |
|---------|---------|
| C 0 | C 100 |
| M 100 | M 46 |
| Y 0 | Y 5 |
| K 5 | K 18 |
| PMS 241 | PMS 301 |

Orange configuration

Headlines, subhead and accent colors

| | |
|---------|---------|
| C 0 | C 100 |
| M 50 | M 46 |
| Y 95 | Y 5 |
| K 2 | K 18 |
| PMS 144 | PMS 301 |

Green configuration

Headlines, subhead and accent colors

| | |
|---------|---------|
| C 44 | C 100 |
| M 1 | M 46 |
| Y 0 | Y 5 |
| K 0 | K 18 |
| PMS 376 | PMS 301 |

Navy blue configuration

Headlines, subhead and accent colors

| | | |
|----------|---------|---------|
| C 6 | C 0 | C 100 |
| M 100 | M 50 | M 46 |
| Y 7 | Y 95 | Y 5 |
| K 20 | K 2 | K 18 |
| PMS 2955 | PMS 144 | PMS 301 |



Business Analytics software

YTL03009-USEN-04