
“Many to many relationships is what social business is about, but good social business campaigns bring value to the right people. Not all listeners are created equal. The catch is finding the valuable listener among the crowd. That’s what IBM helped us to accomplish.”

— Mike Starkey, Vice President of Information Systems
Performance Bicycle



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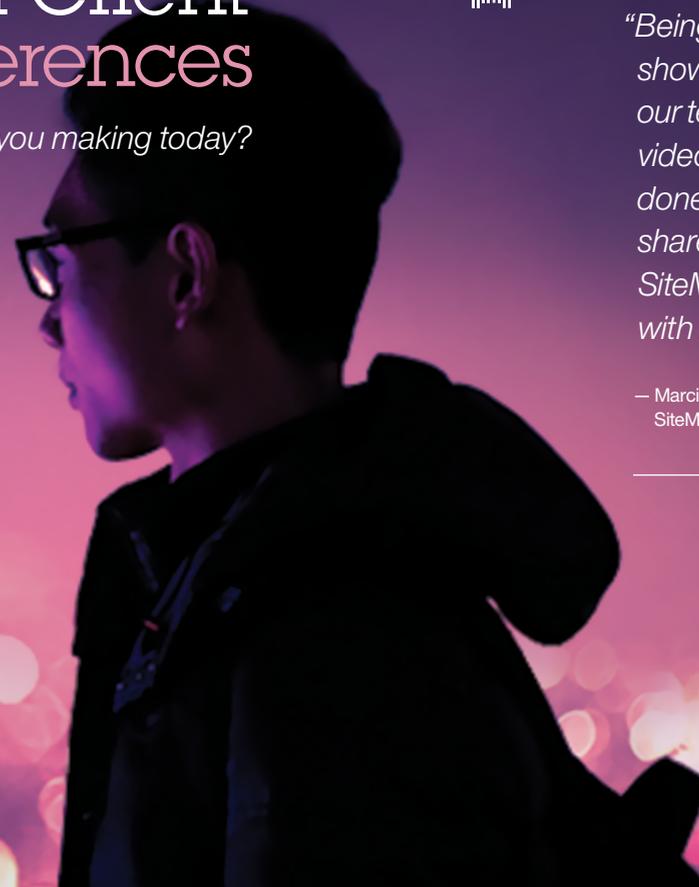
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IBM Client References

What are you making today?



“Being an Engine of the Week has allowed us to showcase our relationship with IBM, enabling our team to share and discuss with clients the video and the contents. The video was well done and well received by our clients, shareholders and public audience — we at SiteMinis thank you for the opportunity to work with IBM.”

— Marci Troutman, CEO
SiteMinis

What are you making today?

A convergence of key technologies is enabling a new era of value creation: simply put, the world is making things in new ways. In today's interconnected world, technology is now a key source of competitive advantage for companies and public institutions across the globe.

At the heart of this global transformation is the partnership between IBM and its clients. IBM is working closely with clients across continents and industries to deliver unprecedented results. How? By leveraging Big Data & Analytics, IBM Cloud, Mobile, Social, Security and IBM Watson technologies to help organizations and their leaders evolve, stay secure, innovate and succeed in this new era.

Each day, new stories of success and transformation are made — just waiting to be shared.

That's where you come in. Participating as an IBM client reference allows you to demonstrate the innovation that makes your organization stand out from the crowd. Our reference clients are innovators and leaders, and we're proud to share their success.

How can you share your story?

As a reference client, you identify the types of activities for which you are willing to be considered, and you determine the frequency and extent to which IBM can leverage your organization's name. Depending on your interest and the available opportunities, we may invite you to share your success story in:

- Peer-to-peer conversations
- Speaking engagements
- Case Studies
- Video testimonials
- Social media outreach and blogs
- Media interviews and briefings
- Analyst interviews and briefings
- Advertising
- Presentations

What's in it for you?

As an IBM client reference, you will have opportunities to:

- Establish yourself as an industry leader by demonstrating your use of innovative technology and best practices
- Grow your professional and social networks by interacting with peers, analysts, industry experts, IBM executives and members of the media
- Gain visibility and promote your business by giving us permission to include your story in IBM marketing and communications materials

A program made for you

IBM understands how valuable your time and privacy are. That's why we work with you to accommodate your company's specific needs and preferences. To keep any imposition on your time to a minimum, your IBM representative will serve as your liaison and coordinate all communications with you. In addition, your IBM representative will engage with you to determine your desired level of involvement in the program.

Once you decide to participate, we begin by capturing the following information:

- An overview of your company and its strategic business goals
- The business challenges faced by your company and industry
- A succinct description of the solution, including IBM product and service components, implementation details and IBM Business Partner contributions
- Highlights of the achieved or anticipated business benefits

Are you ready to share your story?

To learn more about participation as an IBM client reference, contact your IBM representative or IBM Business Partner or send an e-mail to Matt Young, IBM Client Reference Program Director, at myoung@us.ibm.com

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