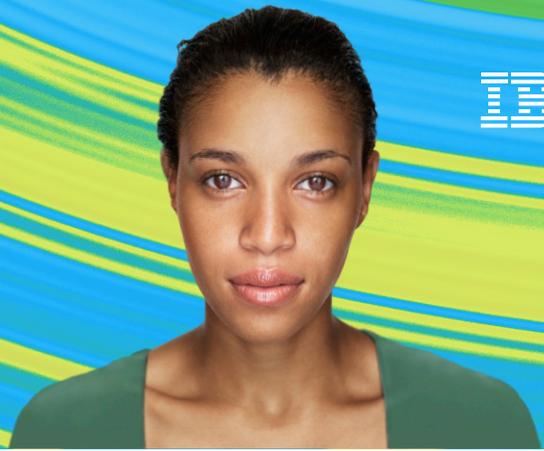


IBM Client References

outthink limits



A new era for success

Businesses and individuals are facing an explosion of data. Yet in many industries and professions, this data explosion is outstripping the human capacity to understand the meaning hidden within that data.

To outthink challenges, competitors and limits, our clients are conceiving new opportunities they couldn't imagine before. Each day, new stories of how clients are fundamentally shifting the role technology plays in their business are waiting to be shared.

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

Select the reference opportunity that's right for you

As a client reference for IBM, you identify the types of opportunities for which you are willing to be considered, as well as the frequency and extent to which IBM can leverage your organization's name. Depending on your interest, you may be asked to participate in:

- Peer-to-peer conversations
- Speaking engagements
- Meetings with IBM executives
- Written case studies
- Video testimonials
- Social media outreach and blogs
- Advocacy communities
- Press releases
- Media interviews and briefings
- Analyst activities
- Advertising
- Client success presentations

“Thank you for a job well done. We are very pleased with both the process and the final result, which has helped us promote our success and demonstrate the value of our services to our customers.”

— Jeffrey Beallor, President, Global Data Vaulting

Benefits you can gain by participating

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

- Enhance your status as a thought leader in your industry
- 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 customized 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

Join us and share your story

"Storytelling is the most powerful way to put ideas into the world today." — Robert McKee, Author and Screenwriter

We look forward to hearing your story. Contact your IBM representative or IBM Business Partner or send an e-mail to Matt Young, Program Director for IBM Client References, at myoung@us.ibm.com or to custref@us.ibm.com.

Learn more at: ibm.com/ibm/clientreference

"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

"The IBM Reference Program opens up a whole new world to promote our company. It's as good as social media."

— Chuck Brown, Fiberlink
