

Ready to let the world know what makes your company special?

Use the IBM Smarter Process Client Reference Program to showcase your achievements



At IBM® Smarter Process, we're dedicated to working closely with you to help drive your business success. We understand your accomplishments firsthand, and want to give you a chance to spread the word. By becoming an IBM client reference, you can showcase the unique capabilities that make your organization stand out. We use reference information to show how customers like you are leveraging IBM solutions for business innovation and competitive advantage.

Benefits to your organization

As a participant in our Client Reference Program, you have opportunities to:

- Establish yourself as an industry leader by demonstrating your use of cutting-edge technology, best practices and innovative solutions to achieve business results
- Build your own professional network by interacting with peers, analysts, industry experts and members of the media
- Gain visibility and promote your business by having your story appear in various forms of marketing materials

Options to meet your needs and interests

We understand how valuable your time and privacy are, so we've structured the IBM Smarter Process Client Reference Program to accommodate your company's specific needs and preferences. Offering a number of participation options, the Smarter Process client references team, including your IBM Smarter Process representative, will work with you to determine the right option for your organization.

- **Advertising and PR:** Allow IBM to feature your organization in an ad campaign, press release or interview, highlighting your marketplace knowledge along with your experience and successes using IBM Smarter Process. Contributions can take the form of an approved quote, a news feature or special-focus article drafted from an interview with a journalist or media representative (print/TV/radio).
- **Client phone call:** Participate in a reference call with potential customers to discuss your experiences working with and using IBM solutions. This call can occur at the C-level as well as other peer levels.
- **Client story slide:** Share your experience with IBM solutions in a client story featured in IBM internal and external presentations. Your slide will include your company's logo, a brief quote and an overview of your company's use of IBM Smarter Process solutions
- **Reference in proposal:** Allow IBM to use your approved product review or testimonial in a request for proposal (RFP) highlighting your accomplishments and satisfaction with IBM products and services.
- **Speaker at event:** Magnify your story and solidify your company as an industry leader when you share your IBM success story or technology expertise at various conferences, forums and other hosted events.
- **Success story/case study:** Work with us to create an externally facing success story highlighting your use of IBM solutions and the benefits your organization has realized. We create a professionally written document at our expense and submit for your approval prior to publication. Content from the case study may be included in various marketing activities such as advertising campaigns, social media, presentations and white papers. It may also be printed and distributed at events or client meetings.

- **Talk to consultant/analyst:** Participate in a brief online or written survey or a phone interview with an analyst or media publication to discuss your experience and product knowledge for inclusion in an article, analyst brief or report. You can speak either on the record or, in many cases, anonymously.
- **Video testimonial:** Showcase your company in a video. Speak on camera about your successful IBM technology implementation. Typically, these videos are shown at client events and posted on [ibm.com](https://www.ibm.com).
- **White paper/thought leadership:** Showcase your success story or contribute your product expertise as part of an IBM technical white paper that may be used on websites, in sales presentations, at trade shows and in other marketing efforts.

To make the process as smooth as possible, the IBM Smarter Process client reference content marketing manager and your IBM representative will serve as your liaisons and will coordinate all communications with you. Once you decide to participate in the reference program, we work with your IBM Smarter Process representative to gather background information on your story, and may speak briefly with you on the phone.

Get started today

Join the many organizations that have participated in our reference program today to enhance your visibility and highlight your industry expertise. In this era of intense competitive pressure, organizations need to create an edge by doing business in a new way and telling the world about it. Our clients are innovators and leaders across industries and we're proud to share their successes.



Begin telling your story by contacting your IBM Smarter Process representative and Meisha Davis (mpdavis@us.ibm.com), the IBM Smarter Process Client Reference lead.

For more information

Contact your IBM Smarter Process representative.

To see examples of our case studies, visit:
[ibm.com/software/businesscasestudies/corp](https://www.ibm.com/software/businesscasestudies/corp)



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