

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

*Use the IBM Global Technology Services Client Reference Program
to showcase your capabilities*



At IBM® Global Technology Services® (GTS), we're dedicated to working closely with you to help drive your business success. We understand your accomplishments firsthand, and we want to give you a chance to spread the word. By becoming an IBM GTS client reference, you can showcase the unique capabilities that make your organization stand out. We use reference information to show how organizations like yours 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 success
- Build your own professional network by interacting with peers, analysts, industry experts and members of the media
- Gain visibility and promote your business by giving IBM GTS permission to include your story in various forms of marketing collateral

Options to meet your needs and interests

We understand how valuable your time and privacy are, so we've structured the IBM GTS Client Reference Program to accommodate your company's specific needs and preferences. Your IBM GTS representative will work with you to determine your desired level of involvement in the program, and we offer a choice of participation options.

- **Advertising:** Allow IBM to feature your organization in an ad campaign, highlighting your successes and the benefits you've experienced as a result of IBM services.
- **C-level executive phone call:** Agree to allow C-level executives from other organizations to contact a C-level executive within your organization to discuss your experience with IBM GTS.
- **Client phone call:** Participate in a peer-to-peer reference call to discuss your experiences working with IBM GTS and using IBM solutions.
- **Client visit:** Host a prospective customer at your facility to showcase your IBM implementation in a real-world environment.
- **External presentation slide:** Share your experience highlighting your use of IBM solutions in an external-facing slide presentation. Your slide will include your company's logo and a brief quote summarizing your involvement.
- **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:** Share your IBM success story or technology expertise at various conferences, forums and other hosted events.
- **Success story/case study:** Be the subject of an external-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 broadcast media (TV/radio):** Participate in an interview with a journalist or media representative to discuss your experience and success using IBM solutions for news, features or special-focus articles.
- **Talk to consultant/analyst:** Participate in a written survey or a phone interview with an analyst or media publication to discuss your experience or product knowledge to use as part of an article, analyst brief or report. You can speak either on the record or, in some cases, anonymously.
- **Talk to press (press article/press release):** Contribute to a press release or article by providing or approving quotes. The asset created might draw from your marketplace knowledge or your company's experience with IBM GTS.
- **Video testimonial or podcast:** Showcase your company in a video or recorded podcast to prospective IBM customers. This option provides opportunities for you to speak on camera about your successful IBM technology implementation. Typically, these videos are shown at customer events and posted on the web.
- **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 keep any imposition on your time to a minimum, your IBM GTS representative will serve as your liaison and will coordinate all communications with you. Once you decide to participate in the reference program, we work with your IBM GTS representative to gather background information on your story, and may speak briefly with you on the phone to get a quotation.



Let's get started

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. We hope you'll join the many organizations participating in our reference program—our clients are innovators and leaders, and we're proud to share their success. We're ready to get started by learning your participation preferences and gathering the information to tell your story.

For more information

Contact your IBM Global Technology Services representative.

To see examples of our case studies, visit:

ibm.com/software/businesscasestudies/us/en/corp



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