We couldn't do it without you!

In our Ready to Execute model, we are on a journey to transform our demand generation and management model that simplifies our key messages, standardizes critical assets, and centralizes campaign execution support. This approach is focused on enriching the client experience with IBM, driving higher quality leads with stronger nurture, and increasing yield and conversion.

We are excited about this transformation and look forward to working together to achieve our objectives. Our success is based on our combined commitment. Thank you for your dedication and teamwork!

Swell S. J. Jan Span Gen Aughle

Viele Kahajan

Murit Mana Janey

Murit Mana Janey

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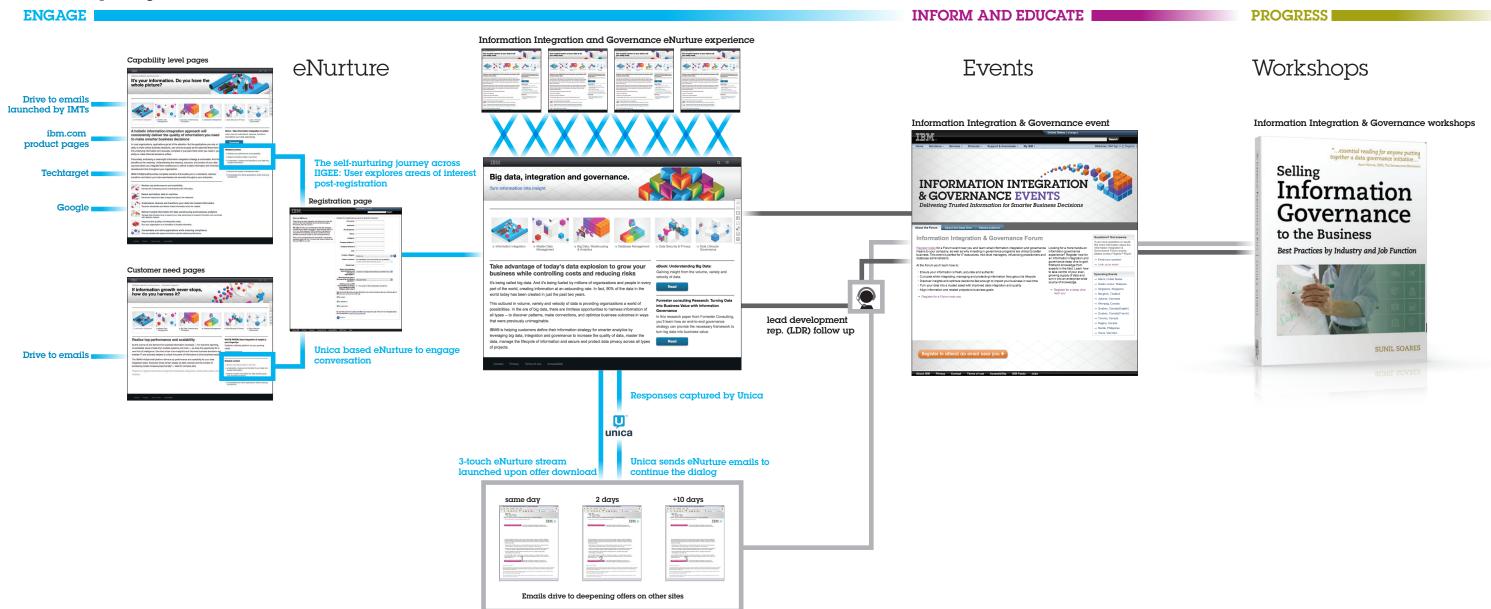
Putting **Ready-to-Execute** in motion

Enrich the customer experience with IBMDrive higher quality leadsIncrease overall yield and conversion ratesStreamline campaign development process

Conditioning, capturing and winning the market with our Ready-to-Execute campaigns

Ready-to-Execute (RTE) is a new model of campaign delivery. The IBM worldwide teams have designed and delivered the campaign strategy, plan, assets and offers as a complete package. At the heart of RTE are eNurture web sites centered on our core software capabilities. Through targeted messaging, integrated social media and digital strategies, RTE is designed to deliver more effective campaigns that increase demand and drive higher yields.

Market capturing



Market categories



Smarter**Analytics**

- Chief Financial Officer
- Chief Marketing Officer
- Chief Risk Officer
- Business Analysis / LOB Relationship Management
- IT Roles



Social Business

- Chief Marketing Officer
- VP of Sales
- VP of Human Resources
- VP of Customer Service
- IT Roles

• Applications Program Office

Business Agility

- Chief Tech Office & Tech Research
- IT Operations Management/ System Administration
- IT Strategy and Enterprise Architecture
- Software Design & Development



Smarter**Cities**

- City Manager
- County Officials

• CIO/IT Buyer

Smart Cloud

- LOB • End Users
- Corporate Developers
- ISVs/Sis
- IT Roles



Smarter**Commerce**

- Chief Marketing Officer
- VP of Sales

• IT Roles

- VP of Procurement/Supply Chain Management
- VP of Customer Service
- Supply Chain Management



Integrated Systems

- CIO/IT Buyer
- IT Roles
- LOB



Smarter **Products and Services**

- Software Design & Development
- Solution/Software Architecture
- Testing & Quality Management
- Product Design & Development
- System Engineering/Industrial



Smarter**Security**

- Chief Compliance Risk Officer
- IT Operations / Systems Administration
- Software Configuration and
- Security Management

