



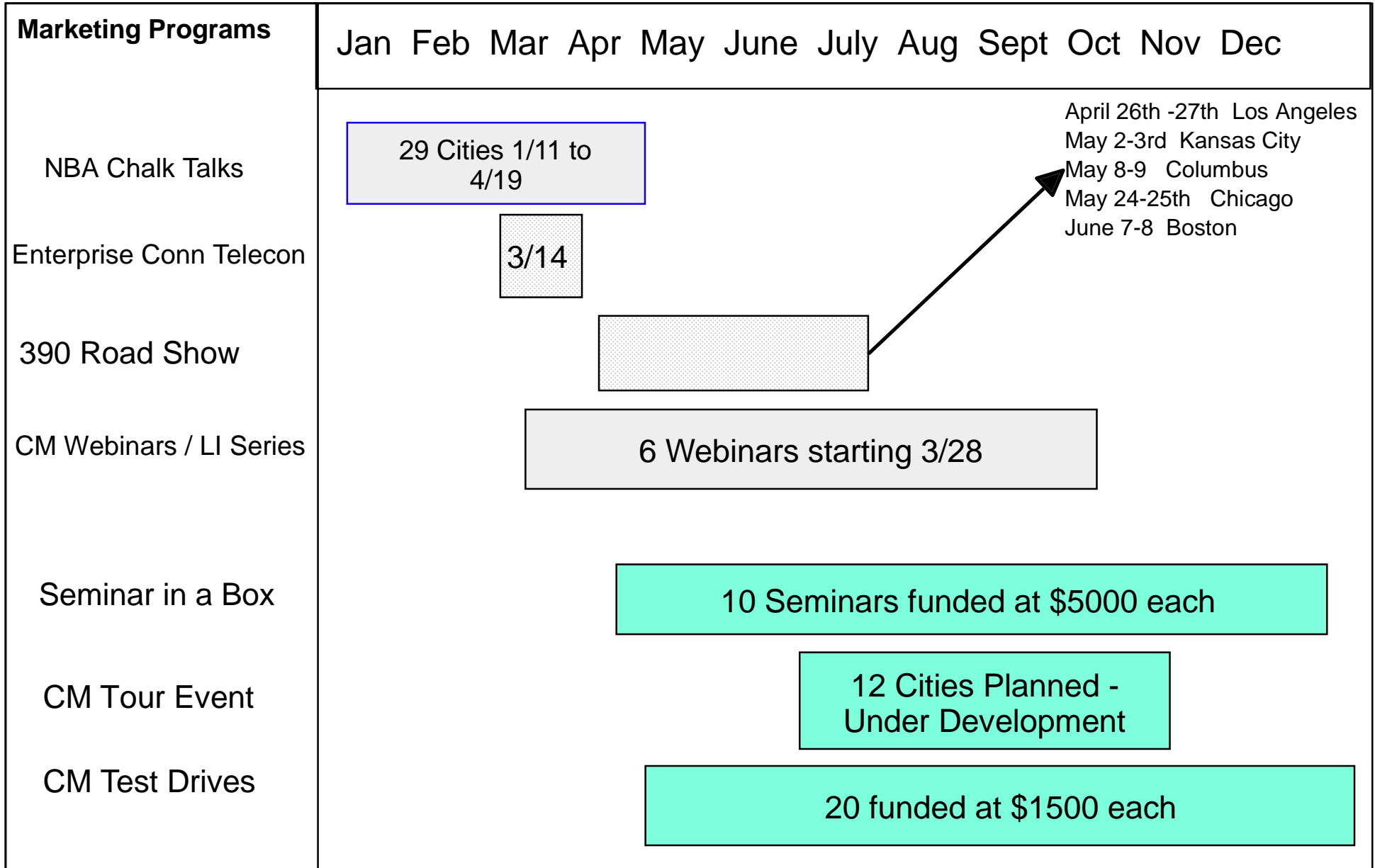
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# Integrated Marketing and Channel Campaigns

Content Management and EIP



# 2000 Marketing Programs





## 2000 CM Tour

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<b>Name</b>	<b>CM / EIP Tour</b>	<b>Content Manager V1 DB2 UDB V7 EIP V2</b>
<b>Type</b>	<b>Awareness</b>	
<b>Activities</b>	<b>Web banner ads / Customer Invitations /Local Print Ads/ 1/2 day Solution focused presentation with demos intermingled throughout.</b>	
<b>Where</b>	<b>10 - 15 cities Selection of cities by concentration of customers in the location with input from sales teams, Regional Mkt. Staff, and Value Add Distributors</b>	<b>Start at 9:00 AM, finish by Noon</b>
<b>Audience</b>	<b>LOB Managers / IT Professionals /Channel / ISV / GSI partners and their customers from B F &amp; S, Gov., Insurance, Telco, and Health</b>	
<b>Objectives</b>	<b>1. Generate Awareness of IBM CM solutions and customer buzz. 2. Identify adopters and channel them to CM partners. 3. Create opportunity pipeline to enhance 2000 sales. 4. Identify /recruit new channel partners</b>	





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## 2000 CM Tour

<b>Concept</b>	Employ Web Ads, Print Ads, e-mail's, and direct mail to generate an audience of new contacts or non CM customers to attend a CM / EIP Theater Session. Session would be a 1/2 Day presentation with heavy multimedia and demo content. Sessions would be held in suburban sites (easy access). Format would be high energy, high impact. Sessions would be held in a Theater type setting, popcorn, sodas, out before lunch (Similar to style of Microsoft Announcement tour).	<b>Content Manager V1</b> DB2 UDB V7 EIP V2
<b>Content</b>	Developed by IBM team in Conjunction with VADs or CM Partners	
<b>Presentation</b>	Conducted by Partners. Introduction and comments by local IBM CM Sales Exec / Sales Mgr.	
<b>Collateral</b>	Simple one color printed " Product Fact Sheet with pointers to appropriate web sites.	Create PDF that partners can print as required. Leverage recruiting kit for interested partners.
<b>Cost / Goals</b>	Share Cost with participating partners / VADs. IBM contribution: \$100,000 (approx. \$7,000 per site)	Goals: 50 - 100 attendees per site Total Prospects: 55 Total Revenue: (6 sales at \$75K per sale or \$450,000.



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# Seminar in a Box

## 2000 Enhancements

- ▶ Shift to fewer physical seminars and more e-Seminars
- ▶ Extend to:
  - Tier 1's to reach their resellers
  - IBM groups to reach customers or partners
  - HW/ISV/SDM/etc. partners to reach new/existing customers
- ▶ NA execution changes (may apply to some other regions):
  - Tier 1's (vs. BPSMs) nominate their Tier 2s
  - Tier 1's become responsible for ensuring their BPs follow up on leads and assist in closes
- ▶ Development & infrastructure funded out of MDF (Zeitler's bucket)
  - Execution, translation comes from brands
- ▶ Change NA results tracking to match other geos

## Cost

- ▶ North America = \$8,000
- ▶ EMEA = \$5,000
- ▶ AP = \$7,500
  - Services vary by geo, accounts for different costing models

