

IBM Retail Store Solutions announces a strategic on demand delivery system for sales & marketing materials.

Making it easier to get the marketing materials you need

When you conduct a presentation for a prospective customer or schedule a customer service visit with an existing client, you want to arrive equipped with the latest, most compelling marketing collateral available. To this end, we have developed a user-friendly, Web-based process designed to help you get the IBM Retail Store Solutions sales and marketing materials you need, faster and more reliably than ever before: the IBM Point-of-sale and Kiosk Literature on Demand Web site for IBM Business Partners.

Reduced waste. Less waiting.

This new Web site offers enhanced functionality, quicker production processes and expedited shipping capabilities. For you, this means shorter order lead times (from three to five business days). Moreover, because with the Literature on Demand system we produce only the quantities of materials you need, we can contain your total order costs as well as enhance the value of each deliverable through increased customization. This saves you money, and enables you to get more for your marketing budget.

Extended capabilities. More resources.

Because the Literature on Demand system is stocked with up-to-date marketing assets and features helpful capabilities, you can have confidence in the currency of the materials you deliver to customers. The system allows you to easily conduct targeted queries, review document content abstracts and download PDF files. Advanced search functions enable you to view materials by keyword, product type or name; language, market segment and geography; as well as by publication number and document type. Using an intuitive “shopping cart” system, you can order from a wide selection of materials, including brochures, CD-ROMs, customer case studies, offering data sheets, posters and white papers. Plus, translated versions of deliverables are linked together, enabling you to order documents in multiple languages.

Customized collateral to enhance your customer-facing image

Stocked with up-to-date IBM Retail Store Solutions resources, the Literature on Demand program gives you confidence in the currency of the materials you deliver to your customers. What’s more, you can customize your sales deliverables by including your name and contact information in the call to action section on the back page of any document you order, thereby helping to protect valuable business leads by making it easier for potential customers to get in touch with you.

To place your order

Take advantage of the IBM Point-of-sale and Kiosk Literature on Demand Web site today. It also provides links to Literature on Demand Web sites for the following:

- IBM Business Consulting Services
- IBM Grid Computing
- IBM Global Services
- IBM Personal Systems Group
- IBM Printing Systems Division
- IBM Systems Group

When you place an order for printed collateral or CD-ROMs, you will need to provide your IBM Business Partner customer account number. For help with finding your customer account number, call the IBM PartnerLine at 1 800 624-6875.

To get started, please visit the IBM Point-of-sale and Kiosk Literature on Demand Web site for IBM Business Partners at:

www.printers.ibm.com/sales/catalogs.nsf/agrsscatalog