



***i want an i.***

**IBM System i Three-Beat Phrase Guidelines**

**System i Community Use**

System i marketing  
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## Introduction

The traditional language that has been used to describe the IBM System i (e.g. simple, reliable and secure) has become common terminology used across the competitive set. To help separate the System i from the rest of the pack and communicate the truly differentiated capabilities of the System i, a new three-beat phrase approach has been developed.

1st sentence/beat always starts a want or need.

***“i don’t want ....” or “i want a .....*”**

2nd beat is always

***“i want control.”***

3rd beat is always

***“i want an i.”***

Example: ***“i don’t want an army to run things. i want control. i want an i.”***

***“i want an instant infrastructure. i want control. i want an i.”***

## Objective

The objective of the unique three-beat phrase is to create emotional appeal and promote a consistent, common language across all System i communications – from advertising to demand generation, collateral, events, web and partner communications. It is intended to provide language that can be used to energize discussions about the System i with prospects, customers and partners.

It is designed to be flexible enough to communicate the various proof points of the System i as well as meet the needs of the different System i audiences including independent software vendors, developers, System i community, academic community and integrated communications.

An accurate and consistent use of the phrase will help maintain a differentiated positioning for the System i and will help solidify a single identity for the system.

## General Use Guidelines

The three-beat phrases are flexible in both messaging and their usage within communications. They can be placed within body copy, headlines or as a stand-alone line. Since the phrases vary in length and content, placement can vary depending on the use and tactic.

The phrases are not a logo treatment or a tag line. They should not conflict with or diminish the strength of the IBM corporate or IBM Systems brand and are always viewed as secondary.

The following guidelines should be followed whenever using the three-beat phrase in marketing communications. Guidelines will vary by tactic and audience.

- Each sentence/beat should begin with a lower case “i”.
- All three beats must be used together.

1st beat always starts a want or need and begins with either

***“i want .....” or “i don’t want .....”***

2nd beat is always

***“i want control.”***

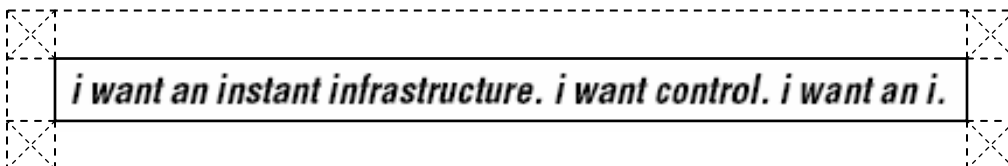
3rd beat is always

***“i want an i.”***

### Example:

***i want an instant infrastructure. i want control. i want an i.***  
***i want an instant infrastructure. i want control. i want an i.***

- Only one three-beat phrase should prominently appear in a piece of communication
- Clear space should be provided around the phrase when it is used as a headline or as a stand alone line



- **Recommended Font Type:** IBMHelveticaCond2004, bold italic
- **Alternative Font Type** (if IBM font is not available): Helvetica Neue, bold italic
- **Font for PPT and DOC:** If neither IBMHelveticaCond2004 nor Helvetica Neue is available, Arial, bold italic may be use ONLY FOR Microsoft PowerPoint and Word documents. For all other uses, the correct font must be obtained.
- Recommended Font Color:
  - Black (for use on a light background) – all materials such as collateral, Web sites, shirts, hats, PPT templates, advertising, etc.
  - Black (for use on a light background) with a red i on the final phrase (i want an i.) – all materials such as collateral, Web sites, shirts, hats, PPT templates, etc. **EXCEPT** advertising (including Web advertising, Web banners, co-advertising, etc.)
  - White/Knock-Out Type (for use on a dark background) – all materials such as collateral, Web sites, shirts, hats, PPT templates, advertising, etc.
  - White/Knock-Out Type (for use on a dark background) with a red i on the final phrase (i want an i) – all materials such as collateral, Web sites, shirts, hats, PPT templates, etc. **EXCEPT** advertising (including Web advertising, Web banners, co-advertising, etc.)

The red i should be RGB color #ff0000 (R 255, G 0, B 0)

- If a registered trademark, like IBM, AIX 5L, System i, i5/OS, Java and Linux, is mentioned in a phrase, the proper legal disclaimer must be present within the communication piece:
  - \*IBM, AIX 5L, System i5, i5/OS, and Take Back Control are trademarks or registered trademarks of International Business Machines Corporation in the United States and/or other countries.
  - \*Linux is a trademark of Linus Torvalds in the United States, other countries, or both.
  - \*Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.
  - \*Java is a trademark of Sun Microsystems, Inc. in the United States, other countries, or both.
- The System i team must approve any new phrase before it is used/implemented in market.
- Email your requested new phrase to [iwantani@us.ibm.com](mailto:iwantani@us.ibm.com) for approval

# Usage Examples

## Customer Collateral:

### Highlights

- Support and manage Linux® applications on the IBM System i™ platform
- Simplify IT infrastructures through the consolidation of multiple standalone servers
- Respond to changing business demands with a dynamic infrastructure
- Run both Linux on POWER™ and Linux on Intel® via integrated IBM BladeCenter® and IBM System x™ solutions

*i don't want to "add an app, add a server."*

*i want control. i want an i.*

### IT simplification

Today, many organizations are faced with the challenge of an IT environment that is growing in complexity while facing requirements to support and fuel the growth of the business. Many organizations face frustration with a proliferation of host-based servers and the significant management costs that may go along with them.

Integrated design, advanced systems management and advanced virtualization technologies make the System i platform ideal to help you reduce costs, improve productivity, and increase resiliency.

### Consolidate systems management

The System i Navigator provides a graphical user interface (GUI) for managing both iSeries and Linux environments. You can easily start and stop Linux partitions and perform storage management tasks such as adding, deleting, and moving Linux disks.

### Reduce systems costs

The consolidation of advanced dynamic partitioning (LPAR) technologies, along with advanced multiple standalone infrastructure capabilities, can help you run Linux partitions on a single System i

# IBM System i Phrases by Audience

## General Statements

### Business Focus

*i want a real business system. i want control. i want an i.*

*i want a system designed for business. i want control. i want an i.*

*i want a system that can deliver on its promises. i want control. i want an i.*

*i want my IT costs to be invisible. i want control. i want an i.*

*i want it when I want it. i want control. i want an i.*

*i want intuition. i want control. i want an i.*

*i want the answer before I know the question. i want control. i want an i.*

*i want ingenuity. i want control. i want an i.*

*i don't want smoke and mirrors. i want control. i want an i.*

*i want it all. i want control. i want an i.*

*i want integration. i want control. i want an i.*

*i want to plan for the future. i want control. i want an i.*

*i don't want to be "served". i want control. i want an i.*

*i want leading edge, not bleeding edge. i want control. i want an i.*

### Reliability Focus

*i don't want virtual vacations. i want control. i want an i.*

*i want low-risk resiliency. i want control. i want an i.*

*i want integrity from my system. i want control. i want an i.*

*i want integrity. i want control. i want an i.*

*i want rock-solid security. i want control. i want an i.*

*i want everything to just work. i want control. i want an i.*

*i want to plug it in and forget about it. i want control. i want an i.*

*i want to remove CTL-ALT-DEL from my vocabulary. i want control. i want an i.*

*i don't want to plug and play with it for months. i want control. i want an i.*

*i don't want to rebuild another server from scratch again. i want control. i want an i.*

*i don't want a phone call at 2 a.m. i want control. i want an i.*

### **Ease of Management Focus**

*i want a less complicated future. i want control. i want an i.*

*i want my spouse to remember what i look like. i want control. i want an i.*

*i want an instant infrastructure. i want control. i want an i.*

*i want an IT department in a box. i want control. i want an i.*

*i want everything to just work. i want control. i want an i.*

*i want stress-free IT. i want control. i want an i.*

*i don't want to "add an app, add a server." i want control. i want an i.*

*i don't want an army to run things. i want control. i want an i.*

*i want to conquer complexity. i want control. i want an i.*

*i don't want racks and racks of servers. i want control. i want an i.*

*i don't want a roomful of server racks. i want control. i want an i.*

*i don't want to be a slave to the system. i want control. i want an i.*

*i want a more open platform. i want control. i want an i.*

*i want my time to be mine. i want control. i want an i.*

*i want to sleep at night. i want control. i want an i.*

### **Independent Software Vendors**

*i want an invisible infrastructure. i want control. i want an i.*

*i want infrastructure in a box. i want control. i want an i.*

*i want to remove the word "virus" from my vocabulary. i want control. i want an i.*

*i want to remove CTL-ALT-DEL from my vocabulary. i want control. i want an i.*

*i want bulletproof security. i want control. i want an i.*

*i want to reduce my IT cost. i want control. i want an i.*

*i want my IT team to focus on new innovation, not babysitting. i want control. i want an i.*

### **Developers**

*i want a truly scalable workforce. i want control. i want an i.*

*i want to scale as needed. i want control. i want an i.*

*i want real access. i want control. i want an i.*

*i want a more open platform. i want control. i want an i.*

*i want to be future ready. i want control. i want an i.*

*i want to be ready for whatever tomorrow brings. i want control. i want an i.*

*i want to stay one curve ahead of the curve. i want control. i want an i.*

*i don't want to be a slave to the system. i want control. i want an i.*

## **Community**

*i want all the best "i" brains in my pocket. i want control. i want an i.*

*i want an all-seeing "i". i want control. i want an i.*

*i want to stand on the shoulders of giants. i want control. i want an i.*

*i want to know everything there is to know about i. i want control. i want an i.*

*i want to influence the next evolution of i. i want control. i want an i.*

*i want to spread the gospel of "i". i want control. i want an i.*

*i want everyone to know what I know about i. i want control. i want an i.*

*i want the answer before I know the question. i want control. i want an i.*

## **Academic Community (Students and Faculty)**

### **Students**

*i want a life. i want control. i want an i.*

*i want my time to be mine. i want control. i want an i.*

*i don't want to spend my life sitting in a cubicle. i want control. i want an i.*

*i want to be more than just a systems integrator. i want control. i want an i.*

*i want to learn business, not just technology. i want control. i want an i.*

*i want to go way, way beyond PCs. i want control. i want an i.*

*i want it all: Java™, Linux®, open source. i want control. i want an i.*

*i don't want to limit my knowledge to a specific OS or middleware.*

*i want control. i want an i.*

### **Faculty/Universities:**

Same as above, but change structure to read:

*"i want my students to ...." or "i don't want my students to...."*



*i want my students to know there is an alternative to windows.  
i want control. i want an i.*

### **Integrated Communications (collaboration)**

*i want seamless communication. i want control. i want an i.*

*i want collaboration to drive my business. i want control. i want an i.*

*i want to be as productive on the road as I am in my office. i want control. i want an i.*

*i want to be connected when and where I want. i want control. i want an i.*

*i want to communicate when, where and how I want. i want control. i want an i.*

*i want all the information I need to run my business in one place.*

*i want control. i want an i.*

*i want one system to manage voice and data. i want control. i want an i.*

*i want my voice and data communications to communicate with each other.*

*i want control. i want an i.*

*i want the combined power of voice and data to drive my business.*

*i want control. i want an i.*

*i don't want to manage voice and data separately. i want control. i want an i.*