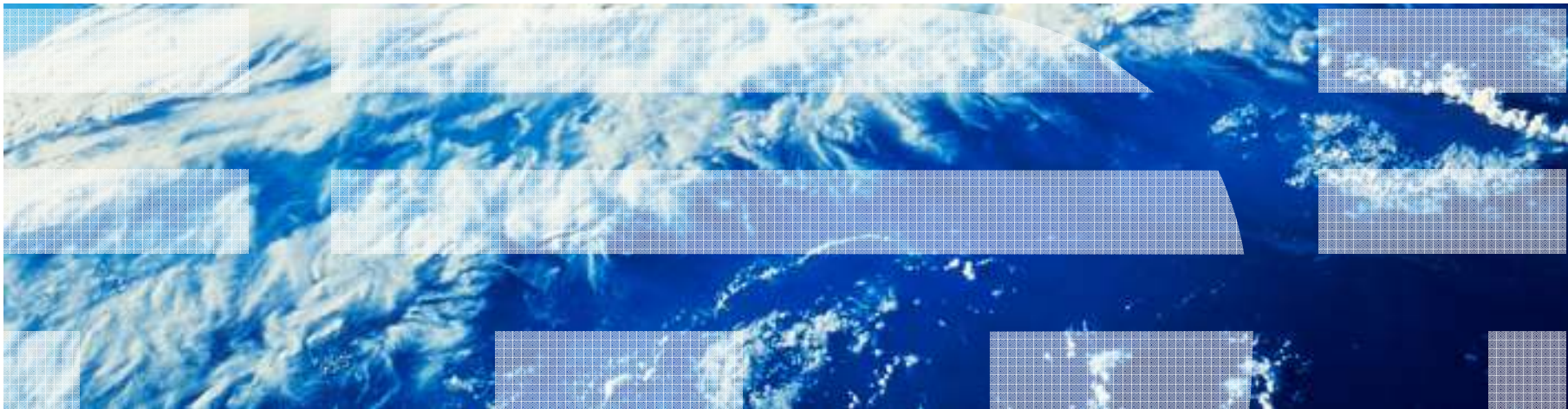


2010 Business Partner Rally

Demand Generation Marketing Programs Available to Cognos SWVN Partners



Vera TAN



IBM Cognos Marketing Manager, Asia Pacific

Cognos.
software

Business Analytics



ASEAN Customers in 2009

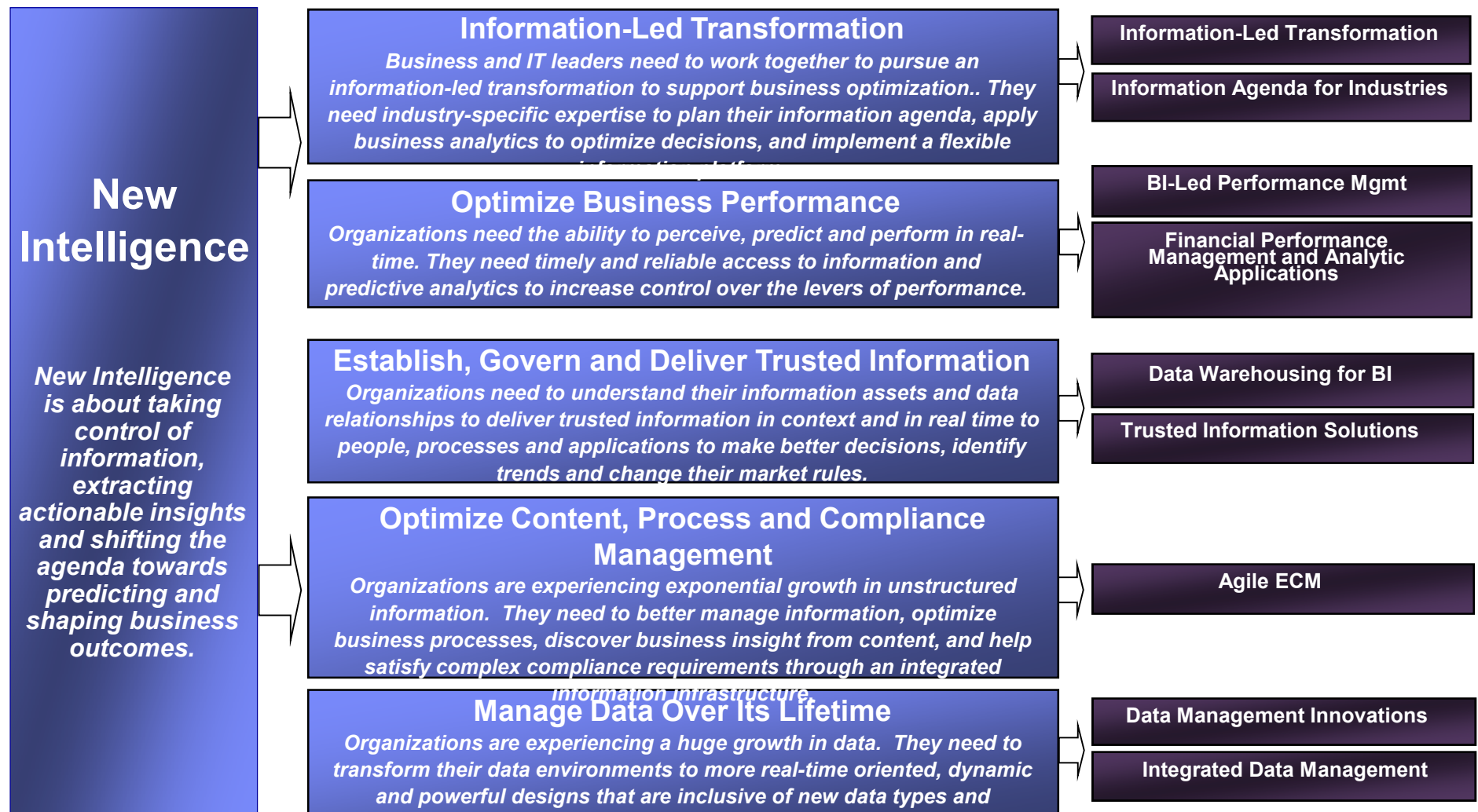


2010 New Intelligence Program Design

Master Program

Program Profiles

Campaign Focus Areas



Partners Spoke and We Listened

*Need marketing programs
they can execute quickly and
easily to build pipeline and
close deals*

**18 partner ready demand
generation marketing programs
for immediate execution!**

*Want to receive regular
updates on new programs,
enablement offerings, etc*

**Monthly communications on new
programs, tools, resources**

*Want a single place with all
the information they need*



Value to Partners

- 18 of the most used and successful demand generation programs that are employed by IBM sellers worldwide
- Each program comes as a complete kit with all the campaign materials/assets needed to execute the program
- Ability to use IBM logos, images and messaging which is highly recognizable and will resonate with your customers and prospects
- Access to a **FREE** online tool to create and customize campaign materials and assets



Demand Generation Programs

- **18 of the most successful lead generation and e-nurturing marketing programs for IBM Cognos Software**
 - Cognos Express, BI and FPM
- **Partner ready for immediate use**
- **Fast & easy to deploy**
 - Live events, online demos, on-demand webcasts, online assessment tool, trial software downloads, white papers, case studies, Performance Manager book and much more



Cognos Express Marketing Programs

Launch Seminar in a Box

- Partner hosted live seminar introducing IBM Cognos Express
- Kit includes: email invitations, direct mailers, signage, videos, presentation/script, demo/scripts, follow up emails, data sheet, white paper, telemarketing scripts, and more



On-Demand Virtual Event

- Email invitation complete with URL to access the on-demand virtual launch of IBM Cognos Express

30 Day Trial Software Offer

- Direct response email complete with URL to access the 30-day trial of IBM Cognos Express

Multi-Touch Email Campaign

- Four piece email campaign that can be used as a series or individually as stand alone campaigns.
 - TEC White Paper Offer
 - On-Demand Virtual Event
 - Demo Vignettes
 - 30 Day Trial Software Offer

IBM Midsize Business Analytics Quarterly Virtual Summit



- Online event held quarterly – March, June, Sept, Dec, lasting for ~ 2 hours (11am - 1:30pm EST)
- Event consists of a keynote, customer testimonials, solutions update and an online workshop

Read more on PartnerWorld: https://www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_swn_cognos_demand_gen_express.html#email



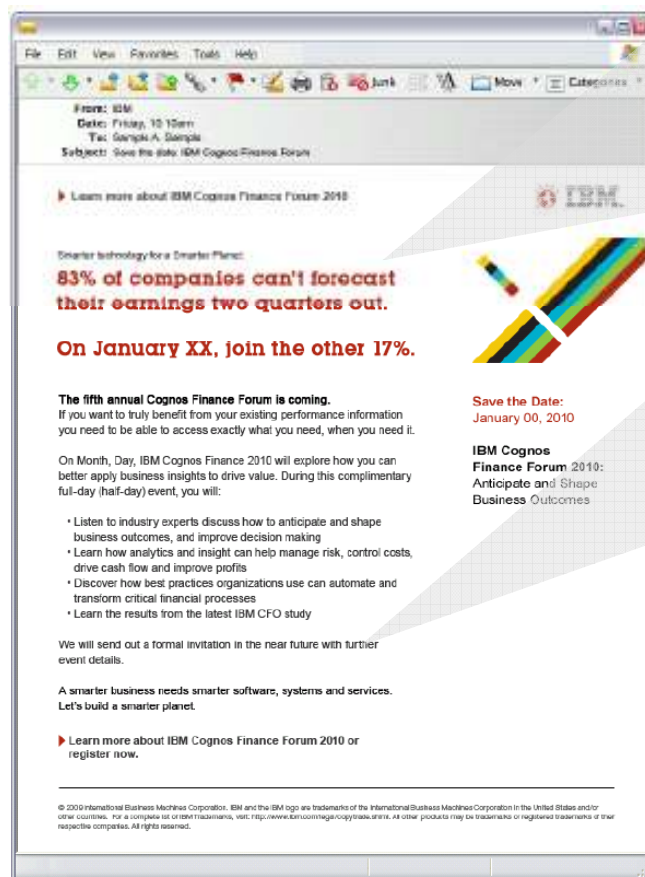
IBM Cognos Finance Forum

Setting the Global Agenda for FPM Success

Smarter technology for a Smarter Planet:

83% of companies can't forecast their earnings two quarters out.

On January XX, join the other 17%



CFO Study 2010 Storyline



- **Cognos Finance Forum 2010: Anticipate and Shape Business Outcomes**
- **Global catalyst for focus on FPM**
- **Cross-IBM Initiative (especially GBS)**
- **Platform for 2010 CFO Study Launch**

Finance Forum 2010

- **Event Overview**
 - Complimentary live global events being held in over 60 markets from Feb – Q3 2010
 - Focused on Transparency for better decision making & Finance ability to anticipate and shape their environment
 - Formats include VIP dinner events and ½ day conference style events at the discretion of each region
- **Objective**
 - Pipeline initiation and pipeline progression
 - Increasing awareness and IBM's thought leadership for Finance professionals
- **Target Audience**
 - Mid and Sr level Finance Professionals for both existing customers and prospects
- **2010 Targets**
 - \$20M VLR (35% increase)



BI Marketing Programs

BI and PM Assessment Tool

- Aberdeen Group online assessment tool where based on answers to a series of questions, customers/prospects get a personalized assessment on their ranking against their industry peers/competitors (\$)

Cross Sell C8 Financial Planning to IT

- Three touch email campaign targeting IT offering access to the online planning demo

Business Confidence Seminar in a Box

- Partner hosted live event featuring the value of Cognos and InfoSphere capabilities
- Kit includes: presentation/script, invitation, white paper, telemarketing guidance, registration page content

C8 v4 Upsell

- Three touch email campaign based on personas (exec, BA and LOB Mgr) providing white papers, case studies and access to online demos

C8 v4 Gapfill

- Four persona (exec, BA, LOB Mgr, BI professional) email campaign providing access to Cognos 8v4 online demos

Top Offers

- A series of seven direct response emails with offers ranging from white papers, various online demos, and Performance Manager book

Read more on PartnerWorld: https://www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_swvn_cognos_demand_gen_bi.html#email



FPM Marketing Programs

FPM Email Direct Response

- A direct response email with an offer to download the Nucleus ROI case study on Blue Mountain.

CFO On-Demand Webcast Series

- A direct response email program that consists of a four part on-demand webcast series with CFO.com addressing Financial Management and Control, Planning & Analysis, Financial Analytics, Planning, Reporting and Analysis.

FPM – Performance Manager Book

- A direct response email with e-copy of Performance Manager Book

Financial Analytics



- A direct response email driving recipients to the Financial Analytics online demo.

Rolling Forecast

- A direct response email program consisting of four direct response emails, each with a different offer: online demo, three different white papers.

Gary Simon Article Series

- A four touch direct response email program promoting the four 'Fast Close' article series by Gary Simon.

Finance Forum 2010



- Global road show on Financial Performance Management targeting Finance execs and managers

Read more on PartnerWorld: http://www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_swvn_cognos_demand_gen_fpm.html



APJ: Top Recommended Industry WW Programs

1. Industry One Touch programs

- HTML Email & BDR follow up emails for key industries; offer is a top performing white paper (based on web results)
- Can be used as standalone offers or in conjunction with existing events/programs.
- [Visit the wiki](#) for more information – look for programs w/ “one touch” in the title.

2. Retail Merchandising DR Program

- Program promotes how PM solutions give retailers the visibility they need to make smarter decisions to improve their merchandise performance. Offers:
 - Elie Tahri article
 - Podcast series with Brian Hume (Martec)
 - Merchandising demo
 - [Visit the wiki](#) for more information

3. Insurance Executive Insight and Governance / Banking Customer Care and Insight DR Program

- Series of emails driving to a PURLs. To leverage, send SFDC list or leverage each email as sand-alone.
- Insurance Offers include:
 - On-demand webinar featuring industry expert Doug Shilito
 - IBM whitepaper: Top 10 Reports Every Insurance Executive Needs (translatable)
 - IBM Whitepaper: Why insurers are getting Smarter with BI (translatable)
 - [Visit the wiki](#) for more information
- Banking Offers:
 - Online banking demo
 - Towergroup white paper: Proactive Strategies to Secure a Profitable Recovery
 - On-demand webseminar: Turning Economic Recovery into Profit Recovery" featuring Kathleen Khirallah from TowerGroup & Frank McKeon, IBM
 - [Visit the wiki](#) for more information

Available on PartnerWorld

www.ibm.com/partnerworld/cognos

Direct URL: <http://www-304.ibm.com/partnerworld/ps/pub/overview/BF6A0>

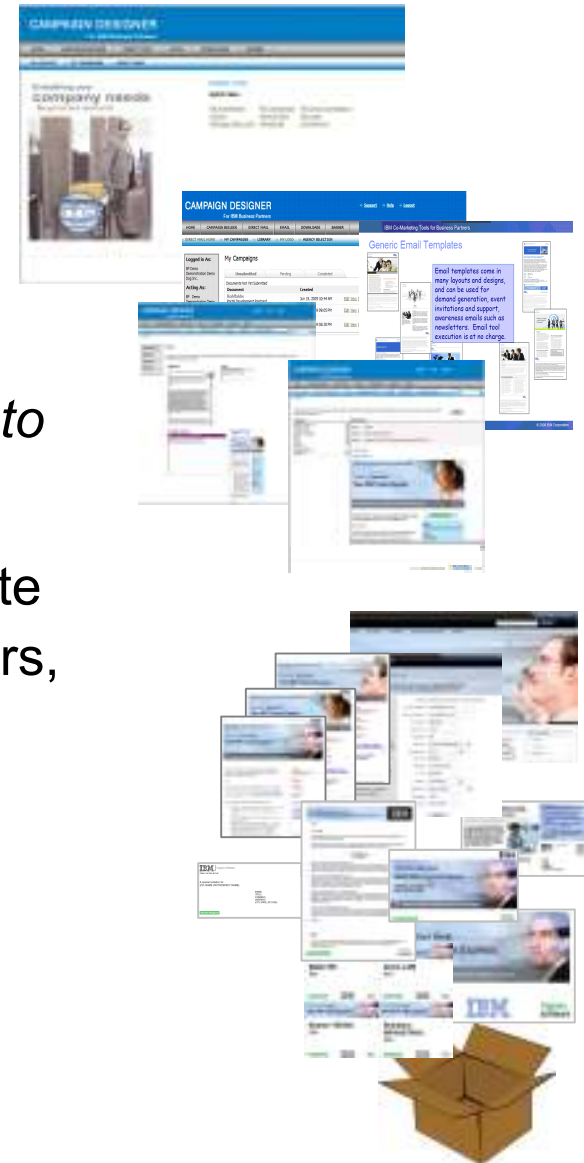
Bookmark this URL for quick and easy access



How to Execute Programs

Campaign Designer

- www.marketblox.com/bp
- Free, easy to use and flexible web-based application accessible to all IBM Business Partners. *Cognos content is only accessible to SWVN for Cognos partners*
- One location for everything needed to execute programs – email, presentations, white papers, registration page content, invitations, etc
- [Learn more about Campaign Designer](#) on PartnerWorld
- Find the [Accessing Campaign Designer Instruction Guide](#) available on PartnerWorld



Training/Enablement on Campaign Designer

A series of 13 'How to' step by step instruction guides

- Brainshark recording and downloadable PDF
- <https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/Q217922P66928K75>

On-demand marketing programs and CD demo webcast

- Reviews all partner-ready marketing programs and includes a live demonstration of Campaign Designer



What Is Campaign Designer? What Value Does It Bring to Partners?

Easy to use web-based application designed to enable the creation of demand generation tactics by leveraging IBM's current in-market campaigns and customizing with your company identity

Save time, money and resources to develop marketing materials and campaign assets used to generate demand

Use IBM logos, images and messaging which is highly recognizable and will resonate with your customers and prospects

Shortens the IBM content approval process from weeks or days to a few hours

Each program comes as a complete kit - one location for everything needed to execute programs

- email, presentations, white papers, registration page content, invitations, etc



Do All IBM Business Partners Have Access? How Much Does It Cost?

Campaign Designer is accessible to **ALL** IBM Business Partners

- **Cognos content is *ONLY* available to IBM Cognos Partners.** If you have access to PartnerWorld, you will have access to Cognos content on Campaign Designer
- In order to get access to the Cognos content, you must send a message to the Campaign Designer team requesting access to the Cognos area - support@marketblox.com

Campaign Designer is provided to IBM Business Partners free of charge – only costs incurred by partners are printing and mailing of print based programs like direct mailers, posters, etc

Website: www.marketblox.com/bp

What Can I Create With Campaign Designer?

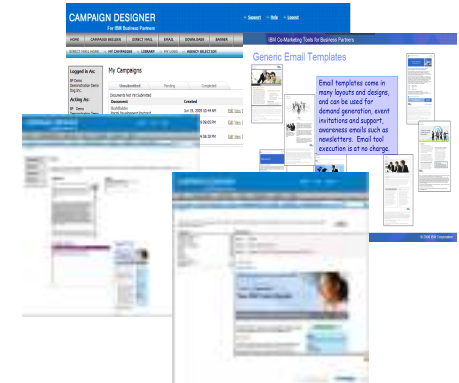
Create: emails, direct mailers, event invitations, event program guides, signage, web banners, newsletters

Download: white papers, presentations, scripts, web page templates, videos, data sheets, demos

Upload: logos and images

Send: emails directly from Campaign Designer

- Upload and manage data lists
- Campaign reporting: clicks, opens, bounces, opt outs, etc



CD-Rom Prepared for Partners

- **Cognos Express Touch Email**
- **Cognos Express Virtual Campaign**
- **Midsize Business Virtual Summit**
- **Factsheets/Whitepapers**
- **Vertical Performance management Books**

Thank
You