

Services and Support

IBM Literature on demand

Sales reference guide

Overview

As a business leader in the on demand era, IBM is committed to integrating on demand business processes with current operations and Business Partner relationships – and reaping the benefits. The IBM Retail Store Solutions Literature on demand program is an excellent example. Dedicated exclusively to providing IBM Retail Store Solutions multimedia and print marketing collateral to IBM sales teams and IBM Business Partners, this program features a user-friendly, Web-based process to help you get the sales and marketing materials you need – faster and more reliably than ever before. The flexible Literature on demand pricing and ordering system enables IBM to optimize operational costs. Plus, it speeds order turnaround times and enhances the availability, effectiveness and currency of valuable marketing communications assets.

Enhance your professional image with customers

When you conduct a sales 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 IBM collateral available. 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, which makes it easier for potential customers to contact you and helps protect valuable business leads.

Reduced waste, less waiting

The Literature on demand 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 the Literature on demand system allows you to

order exact quantities, you can contain order costs and enhance the value of each deliverable through increased customization. This helps lower corporate communications costs for IBM, and enables you to obtain more marketing resources without increasing your budget.

Extended capabilities, more resources

With the Literature on demand system, you can easily carry out targeted queries, review content abstracts and download PDF files of all available IBM Retail Store Solutions deliverables. Advanced search and browse 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 a wide range 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 view and order the same document in multiple languages.

Enhance your image with customized collateral

IBM sales teams and authorized Business Partners can further personalize IBM sales deliverables by taking advantage of the new Customized Collateral Packet offering. This printed or digital collateral packet allows you to customize the contact information and an introduction letter, and assemble them with the IBM Retail Store Solutions sales materials of your choice. IBM Business Partners can also include a company logo on the front cover of the packet. Working with the IBM InfoPrint Center, you design a collateral packet to meet your unique marketing and budget requirements. Then you simply order, reorder and update your personalized packet as often as necessary. When you launch a new campaign or initiative, you can modify the packet template with new product and company information, as well as customer-specific messaging.



How to create a Customized Collateral Packet

To create a Customized Collateral Packet, visit the Literature on demand Web site and select 'Collateral Packet' from the menu. You can select from four different designs to customize. You will then be contacted by an IBM printing specialist to complete the order.

How to place an order

Take advantage of the Literature on demand Web site today. IBM sales and marketing teams can visit: w3.printers.ibm.com/sales/catalogs.nsf/agrsscatalogint

IBM Business Partners can visit:
www.printers.ibm.com/sales/catalogs.nsf/agrsscatalog

Please note: When placing an order for printed collateral or CD-ROMs, IBM Business Partners will need to provide an IBM Business Partner customer account number. If you need help finding your customer account number, call the IBM PartnerLine at 1 800 624-6875.

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