

## Why should you become an IBM reference customer?

By becoming an IBM reference customer, you will have the opportunity to take part in IBM marketing campaigns, which create positive publicity for your company, for instance through brochures, Web presentations, presence at trade fairs or through participation in press interviews and discussions with analysts. Some of our most interesting customer references even crop up in international IBM advertising campaigns, meaning particularly far-reaching publicity for those companies concerned.

As an IBM reference customer, you assume no obligation whatever, entailing no risk, because you can opt out of the programme any time you like.

Are you interested? If you want to take part in the IBM Customer Reference Programme or if you wish further information, contact your IBM sales representative.



### **IBM United Kingdom Limited**

PO Box 41  
North Harbour  
Portsmouth  
Hampshire  
PO6 3AU  
Tel: 0870 010 2503

**ibm.com**/services/uk

### **IBM Ireland Limited**

Oldbrook House  
24-32 Pembroke Road  
Dublin 4  
Tel: 1890 200 392

**ibm.com**/services/ie

### **IBM Nederland N.V.**

Postbus 9999  
1006 CE Amsterdam  
Tel: 020 513 5151

**ibm.com**/services/nl

### **IBM South Africa Limited**

Private Bag X9907  
Sandhurst  
2196  
South Africa  
Tel: 0800 130 130

**ibm.com**/services/za

UK company-wide registration to ISO9001. Certificate number FM 92089.

The IBM home page can be found at **ibm.com**

IBM, the IBM logo and the e logo are registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks, or service marks of others.

References in this publication to IBM products, programs or services do not imply that IBM intends to make these available in all countries in which IBM operates. Any reference to an IBM product, program or service is not intended to imply that only IBM's product, program or service may be used. Any functionally equivalent product, program or service may be used instead.

This publication is for general guidance only.

© Copyright IBM Corporation 2002

GSOUK00007-2 (02/02) DEWE

IBM Global Services



## A strong partnership

*IBM Customer Reference Programme*



### **Our customers' success speaks for itself**

Tell your success story and show others how your company is moving ahead with new and innovative solutions in partnership with IBM. "We've just successfully completed a project together — let's talk about it!"

We will publicise your success story in a variety of ways, for example in our brochures, on our Web site, at trade fairs and analyst meetings, etc. With marketing activities backed by reports from our reference customers, we can underline both your company's achievements and also our team's strengths. Your success story will be created jointly by your team and our marketing people.

At the same time you set the pace, because you define how frequently and to what extent we are allowed to mention your company's name and project. You decide what is published and how long you would like to participate in the programme.

### **What is the benefit to you?**

Our activities supplement your own marketing work in a variety of ways:

- *Through contacts with companies, the press and/or media and analysts, you gain access to media representatives and have an opportunity to convey your own objectives and news.*



- *We publicise customer success stories on the Internet, in brochures, in talks with customers, and in marketing campaigns.*
- *Joint presence at trade fairs (e.g. CeBIT), showcases, lectures and other events organised by IBM. Our partners establish contact between yourselves and industry and media representatives, improving your market position. Through an exchange of experiences with customers, analysts and experts, you expand your own knowledge, while enhancing your company's profile.*
- *In our speeches and presentations, we report on your company's success story to present your and our leading position in the sector.*
- *When potential IBM customers call or visit, you can report on your success with IBM, giving them the opportunity to benefit from your experience and enhancing your reputation.*
- *By using IBM marketing material for your internal communications, you can boost acceptance of a new solution with your employees. At the same time, you position yourselves as a competitive vendor and an attractive employer that makes use of innovative technology solutions.*

### **What is your involvement?**

Our Customer Reference Programme is structured in stages:

- *Together with your IBM account representative, you or a representative from your PR department, sign a reference agreement in which you are able to specify precisely in what way and to what extent we are allowed to mention and use your name and project.*
- *You allow us to store the details of your project or solution in IBM's internal Customer Reference Materials Database.*
- *You provide us with information, usually obtained through the form of an interview, which we are able to use to produce marketing material or media presentations.*
- *On the basis of this we produce, for example: a brochure, a contribution for the IBM Web site or a presentation.*
- *You review the material before publication.*

For these activities, you have one central contact at IBM who, together with your responsible sales representative, aims to keep the time we need from you to a minimum. We ask in return that you help us by providing timely feedback on any materials produced.

