

IBM On Demand Business Strategic Naming and Terminology Guidelines

INTENDED AUDIENCE: Individuals responsible for IBM on demand business related offering development, communications, and agency work, and others involved in developing names, terms, advertising, integrated marketing communications materials, press releases and internal communications.

Correct usage: “we help a client become an on demand business”

(These policies and guidelines supersede any earlier versions.)

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I. Introduction

The objectives of these naming guidelines are to:

- ✧ promote a consistent approach to the naming of all IBM products, programs, solutions, offerings, tools, publications, taglines, and marketing efforts associated with on demand business and the general use of these terms;
- ✧ familiarize individuals responsible for related offering development, communications, agencies, and others involved in developing advertising, integrated marketing communications materials, press releases and internal communications with the approved format and usage of on demand business and on demand terms;
- ✧ maintain naming that is consistent with IBM's message strategy to continue to build and reinforce the strength of IBM's position and mind share;
- ✧ legally protect IBM and respect the intellectual property rights of others: and
- ✧ clarify and protect the terms and names reserved by Corporate Marketing.

Major Changes

This document has been updated to reflect the need to move the focus away from what we were known for selling, “e-business solutions” towards what we are trying to help a client become, an “On Demand Business”.

The major change is that going forward we will no longer use the term “e-business” or “e-business on demand” in the naming of IBM products, programs, solutions, offerings, tools, publications, taglines, and marketing efforts.

Given the importance of e-business toward both IBM and our clients we are not intending to change the name of any existing products, solutions, offerings, programs, etc. Products or solutions with the red e-business logo or e-business on demand in them (e.g. eServer and e-business Hosting Services) should not change the name of their product or solution. Changes should only be made when there is a change in the value proposition. All future internal and external communications will include the on demand business logo as appropriate.

These Naming and Terminology Guidelines are to be used by anyone who needs editorial guidance as well as anyone looking to name new offerings for On Demand Business. The use of on demand or On Demand Business is prohibited in offering names. Formal naming approval, through the corporate naming process and naming tool (w3.ibm.com/marketing/namingtool), is now required for each use of on demand and On Demand Business for both internal and external marketing purposes.

Definitions

There is a new era we describe as on demand and we live in an on demand world. Our objective is to help each client become an on demand business.

On Demand Business: an enterprise whose business processes — integrated end-to-end across the company and with key partners, suppliers and customers — can respond with

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flexibility and speed to any customer demand, market opportunity or threat. Recognizing that on demand is a customer state and not an IBM solution, our strategic intent for on demand is to enable and accelerate clients through the stages of on demand adoption in a manner that maximizes IBM value capture.

For more information about the IBM strategy for On Demand Business, refer to w3.ibm.com/ondemand/. To find additional marketing references, information and plan on the IBM marketing strategy, go to the “Get Started” section of this page and click on “Marketing Professionals”.

General Use Guidelines

The way we name not only makes a significant statement about IBM and its business but it has legal implications. Whether you are formally naming an asset, a product or an element of IBM intellectual property, or just trying to describe a capability, you make a statement on behalf of IBM. A legal search will verify to the degree possible that a name is available for use and this investigation needs to be conducted by your respective Intellectual Property Legal (IPL) Counsel.

The IBM strategy is “On Demand Business” not “on demand”. The following guidelines must be followed whenever using “On Demand Business” and “on demand” related terms regardless of whether used to name something or used as terminology in discussion, copy, or scripts. This guideline applies to formal and informal names used both externally and internally.

1. IBM does not own the term “on demand” but the term may not be used without the express permission and approval using the IBM naming tool. (w3.ibm.com/marketing/namingtool).
2. The terms “on demand” or “on demand business” should be written in all lower case letters, unless used in a title, heading or the beginning of a sentence, or used to refer to the nature of an offering and not the offering itself. If the term “On Demand Business” is used to refer to IBM’s definition of On Demand Business or IBM’s initiative called On Demand Business, then it should be written with initial letters capitalized.

Acceptable: Technology for an on demand world is available.
 A closer look at what an on demand business requires is needed.
 The on demand operating environment addresses the infrastructure.
 IBM can help a client become an On Demand Business
 On demand business is being talked about globally.
 The On Demand World (Used as a heading)
 VP of Marketing, On Demand Business (Used as a person’s title)

Unacceptable: The On Demand era is upon us.
 Technology for an On demand world is available.
 On Demand is a term we use.

3. Any and all abbreviations of “on demand” or “on demand business” are unacceptable.

Acceptable: there are no acceptable internal or external abbreviations

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Unacceptable: OD, ODB, Od, Odb, od

4. Never use a plural version of “on demand business”

Acceptable: We can help your client become an on demand business.

Unacceptable: Companies are becoming on demand businesses.

5. Do not hyphenate “on demand” when used as an adjective. On demand should refer to our client’s business and business environment, and not IBM products. On demand should be used as a generic descriptor (on demand era) and never as a standalone expression.

Acceptable: The client is becoming an on demand business.

Unacceptable: The client can be an on-demand business.

The on-demand era is upon us.

IBM provides on demand software.

On Demand (as a standalone expression)

6. Trademark: “ON (LOGO) DEMAND BUSINESS” is a trademark of International Business Machines Corporation.

7. These guidelines compliment overarching “Corporate Naming Guidelines” governed by IBM Corporate Brand Strategy and should be used in conjunction with them. Additionally several business units have naming guidelines specific to their organization and brands that must also be considered and adhered to. Check with your naming strategist for applicability.

Guidelines apply to all IBM employees, external contractors, affiliates, agencies and Business Partners. IBM has extended the use of on demand and on demand business terminology, naming, and the on demand business logo to advertising, marketing and related agencies, IBM affiliates, and authorized Business Partners. All references to IBM in this document and the general use and adherence should be understood to include and apply equally to these important communities.

II. Naming Offerings

This section addresses naming of all IBM products, services, bundles, intellectual property and brands.

Category Elements:

- Product family or category
- Specific offerings including orderable products, or services
- Orderable packages of products and services, such as “Start Now”
- Concept offerings not orderable, such as solution bundles
- Differentiating, proprietary functions/capabilities

Our objective is to help each client become an On Demand Business. It is our strategy to market the IBM products and services that enable an enterprise to become an on demand business.

The most important role a name should play is to identify the solution or offering. A name is a referent to clearly distinguish one offering from another to the appropriate audience. It is not the primary role of a name to communicate the business or marketing strategy. Therefore “on demand” or “On Demand Business” will not be used in solution or offering names.

Usage Guidelines:

1. **Using “on demand” or “On Demand Business” within names is prohibited.** These names will create confusion and dilute our focused on demand positioning.

Unacceptable: IBM Software on Demand
 IBM Financing On Demand
 On Demand Business Deluxe Intelligence Software
 IBM On Demand Business Security Server
 ON Software for Business

If an offering has been specifically developed, enhanced or modified to enable an “On Demand Business”, the On Demand Business functions and messages are integral to the item being named, and the identifier “... for On Demand Business” is being considered for the offering name, the exception process for naming would need to be followed (see page 7).

2. The terms “e-business” and “e-business on demand” are being phased out; all future materials can not contain these terms. Do not use the “e” letter to prefix any offering name. The use of an “e-” prefix is outdated, except for use of eServer.

Corporate Naming Process

Products, Services, Bundles, Intellectual Property or Brands, Marketing Programs, Promotions, Events, Educational Offerings, and Sales Enablement:

The Corporate Naming Guidelines and the Corporate IBM Naming Tool can be found at w3.ibm.com/marketing/namingtool. The name of your business unit Branding/Naming Strategist can be found in the guidelines and should be contacted to review your objectives and preferred options.

Review and Escalation Authority:

If you are within the guidelines then your business unit VP of Marketing and branding/Naming Strategist approval is required.

Any exceptions must be approved by the following:

First Line Authority = Your Business Unit Branding/Naming Strategist

Second Line Authority = Corporate Brand Strategy

Executive Authority = Corporate Marketing Executive, On Demand Business

III. Naming items other than Products and Services -

Marketing and Communication Activities and Programs, Development Code Names, Educational Offerings, Organizations and Facilities

Category Elements:

- Events, formal external meetings and conferences
- Advertising pieces, campaigns, themes, tag-lines and/or slogans
- Corporate Voice, Communications
- Collateral, newsletters, promotions and signage
- Internet Web sites, URLs, Web casts, Web Lectures
- Sales Enablement efforts, Case Studies, Presentations
- Media and Public Relations activities, releases, quotes, speeches and speaking engagements
- Code names internally assigned to offerings under development
- Training programs, training events, tools, books, certifications, accreditations, awards
- New IBM Business Units, organizations or divisions, teams or departments, customer centers, buildings, facilities

Objectives

The primary objective for guidelines around non-products and services is to ensure that external communications about “on demand” and “On Demand Business” are clear and consistent and reinforce efforts behind building the strength of IBM’s messaging and mindshare within the on demand marketplace. Continued on-message marketing of on demand business is essential to IBM’s success. It must be communicated clearly and our naming efforts must not confuse customers or influencers.

Accurate format and use of names will help maintain integrity and increase leverage of IBM’s On Demand Business marketing strategy. Using the terms correctly internally is as important as using them correctly externally. Our correct and clear usage communicates our messages to the entire IBM team who in turn communicate both formally and informally to our customers and key influencers.

External Usage Guidelines:

For any name, title, etc. that will be or could be presented or conveyed publicly - outside of IBM.

1. The use of the word “on demand”, and “On Demand Business” in naming non-products and non-services is acceptable using the following process.
 - a. Use of on demand or On Demand Business for any external purpose such as referenced in the category elements above needs to be approved through the corporate naming process using the naming tool w3.ibm.com/marketing/namingtool
 - b. The item being named is exclusively centric to the topic of On Demand Business as defined on page 3 of this document. On Demand Business must be the primary message or factor and not a secondary factor, point or conclusion.
 - c. The name refers to on demand as a description of a desired customer state.

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- d. The name doesn't conflict with or diminish the strength of the corporate On Demand Business strategy and conveys the corporate On Demand Business messaging; and
 - e. The name does not promote competitor offerings.
2. The IBM Corporate Naming Guidelines prohibit the use of any non-industry standard acronyms. Accordingly incorporating the word on demand or on demand business within an acronym should be avoided.
 3. When naming new websites, "on demand" or "On Demand Business" should not be used as part of a domain name (i.e. before the "/" of a URL). The URL, www.ibm.com/e-business, is the corporate on demand Web site. All ibm.com URL redirect requests must be submitted by an ibm.com Account Manager or IGS Solution Project Manager into the redirect request tool found at <https://d02dbt005.southbury.ibm.com/w3intranet/redreqs.nsf/login>. All redirect requests are reviewed and approved by the URL Naming Strategist (URL Admin/White Plains/IBM) and activated by the Corporate Webmaster (Corporate Webmaster/New York/IBM). Questions regarding this process should be forwarded to the URL Naming Strategist.

If an offering web site has a section that has specific information, customer examples, articles, etc. about On Demand Business and messages, there should be a link to the corporate on demand web site. For specific URL naming guidelines visit the following URL: w3-1.ibm.com/transform/sas/as-web.nsf/ContentDocsByTitle/URL+Naming%3A+Domain+Naming+Policy

4. The terms "e-business" and "e-business on demand" are being phased out; and all future materials can not contain these terms. Puns, simple "e"-terms, and related jargon and/or names should be avoided as well.
5. Abide with all corporate On Demand Business identity, design and mark guidelines that govern the grammatical use and visual usage of the "on demand" and "On Demand Business" terms (see appendix A).
6. On Demand Business organizational or team names should not be used in external communications and marketing deliverables.

Acceptable: "Compliments of IBM"
Unacceptable: "Compliments of IBM on demand Software"

Internal Usage Guidelines:

All names or titles presented or conveyed and confined within IBM communications only (excludes w3-Advisor)

The same process should be used for internal names as with external names. The following considerations should be reviewed and applied when creating a term or selecting a name for internal use with efforts such as: projects, teams, organizations, internal newsletters, events and presentations, facility rooms and employee titles. If you are not sure if your use of on demand or On Demand Business terms or naming objective would be considered internal or external usage, and thus which rules apply, contact your Brand/Naming Strategist to review it as early in the process - well before you ever use the term/name.

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1. Use of on demand or On Demand Business for any internal purpose such as referenced in the category elements above need to be approved through the corporate naming process using the naming tool.
2. Ensure that you adhere to the appropriate spelling, capitalization, and definition for on demand and on demand business.
3. Ensure that there is no chance the term or name will or could be used, transcribed or copied by you, your team or any other individual and shared externally.

Development code names, presentation slides, speeches, interviews, and quotes often get transcribed, edited and repackaged for external audiences. It is recommended that all terms or names follow these guidelines as any external use, within, or outside of your control.

4. Ensure that the item being named is exclusively relevant/centric to the topic of On Demand Business as defined on page 3 and 4 of this document. The primary purpose of the item named should very clearly and accurately reflect On Demand Business. On demand should not be a secondary factor, point or conclusion.
5. Ensure that the term or name is used in the context for which IBM has formally defined or reserved it and that the term or name does not conflict with or diminish the strength of the corporate On Demand Business strategy and conveys the corporate On Demand Business messaging.
6. Err on the side of caution - whenever in doubt, ask your Brand/Naming Strategist for assistance.

Acceptable Use

Stages of on demand business adoption are available.
The IBM Portfolio for On Demand Business
IBM On Demand Business Roadshow

Unacceptable Use

OnDemand
Ondemand
My/Your On Demand
od
ON
On Demand Supply Team

Corporate Naming Process – Non-Product

Advertising, Collateral, Corporate Voice, Communications, Media and Public Relations, Events, Presentations, Books, Facilities, Organizational Names

The Corporate Naming Guidelines and the Corporate IBM Naming Tool can be found at w3.ibm.com/marketing/namingtool. The name of your business unit Branding/Naming Strategist can be found in the guidelines and should be contacted to review your objectives and preferred options.

Websites

Review the name with your business unit Branding/Naming Strategist. Review the Global Web Architecture guidelines found at w3-1.ibm.com/transform/sas/as-

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web.nsf/ContentDocsByTitle/URL+Naming%3A+Domain+Naming+Policy and the procedures outlined by the ibm.com URL Naming Strategist (URL Admin/White Plains/IBM) using the URL redirect request tool found at <https://d02dbt005.southbury.ibm.com/w3intranet/redreqs.nsf/login>

Review and Escalation Authority:

If you are within the guidelines then approval can stop at your VP of Marketing or Naming Officer (dependent on your Business Unit/Organization policy). T

Any exceptions must be approved by the following:

For Marketing Programs, Promotions, Events, Sales Enablement Efforts, Educational Efforts, Event Training and other Titles and Presentations and Facilities:

First Line Authority = Your Business Unit Branding/Naming Strategist and Relevant Brand(s) and Geo Marketing and Naming Professionals
Second Line Authority = Corporate Brand Strategy
Executive Authority = Vice President Marketing, On Demand Business

For Advertising, Collateral, Corporate voice

First Line Authority = Your Business Unit Branding/Naming Strategist
Second Line Authority = Vice President Marketing, On Demand Business
Executive Authority = Corporate Identify & Design, Lee Green and/or Corporate Marketing, Abby Kohnstamm

For Web sites:

Assigned Authority = Your Business Unit Branding/Naming Strategist and URL Naming Strategist
Second Line Authority = Global Web Architecture Program Manager/Team Lead, Adrian Fuller
Executive Authority = URL Naming Strategist (URL Admin/White Plains/IBM)

For Communications, Media, and PR:

First Line Authority = Your Business Unit Branding/Naming Strategist
Second Line Authority = Vice President Marketing, On Demand Business
Executive Authority = Vice President Corporate Communications

IV. Terminology Related Guidelines

Keep in mind that technical terms or descriptions often become names when used in public. You should get legal approval before defining terms that will be used repeatedly.

Usage Guidelines:

1. Puns and simple "e"-terms, related jargon and/or names should be avoided. Do not proliferate e-terms.
2. When developing terminology, all general and external naming guidelines apply.
3. Reserved terms can not be altered, abbreviated or used in any other context than which they have been developed/designed, approved and implemented by Corporate.
4. Individuals or organizations using or adopting on demand or On Demand Business terms (whether new, existing or reserved) have the responsibility to assure the terms have the following prior to use:
 - a. received proper clearance/approval
 - b. are being used in the context/definition defined by Corporate
 - c. do not conflict with or diminish the strength of the corporate on demand business strategy
 - d. conveys the corporate On Demand Business messaging.
5. A glossary of terms related to On Demand Business can be found at in the Marketing Cookbook for On Demand Business at w3.ncs.ibm.com/ondemand/marketing

Reserved Terms:

Corporate Marketing has established several strategy initiatives, marketing programs, and campaigns around On Demand Business and the position IBM has taken in the marketplace relative to select terms, definitions and concepts.

Several reserved terms have been identified as strategically important to IBM. Individuals or organizations wishing to use any of the following terms must assure the term is used in the context of its development and definition as set forth.

e-business: an organization that connects its core business systems to key constituencies using Intranets, Extranets and the Web. It is the process of building and enhancing business relationships through the thoughtful use of network-based technologies. e-business involves leveraging of Internet technologies to transact and interact with customers, suppliers, partners and employees in order to achieve and sustain competitive advantage.

e-business Infrastructure: the products and services you need to build or run e-business applications. It is made up of the hardware, software, connectivity, and services needed to plan, build and maintain a highly scalable, secure, adaptable, reliable, available, and manageable environment to support multiple applications to meet the e-business needs of organizations with both traditional and Web based models. "Applications" or "solutions" themselves are specifically excluded from the e-business infrastructure definition since they utilize the

infrastructure but are not part of it. [5 elements: web application servers, directory and security servers, edge servers, data and transaction servers and storage systems]

e-business on demand: IBM activities that enable on demand. IBM offers a portfolio of offerings that assist clients in transforming themselves to on demand businesses through technology, products, solutions, methodologies, consulting services, financing and various outsourcing relationships.

e-business solutions: a combination of hardware, software and services from IBM, (and) IBM Affiliates and Business Partners that use Internet technologies and network computing to securely transform a company's business processes (via Intranets); their business relationships (via Extranets) and to buy and sell goods, services, and information (via electronic commerce).

e-business tools: hardware and/or software offerings from IBM and IBM Affiliates that enable Internet technologies and network computing to securely transform a company's business processes (via Intranets); their business relationships (via Extranets) and to buy and sell goods, services, and information (via electronic commerce).

Autonomic computing: a computing environment with the ability to manage itself and dynamically adapt to change in accordance with business policies and objectives. Self-managing environments can perform such activities based on situations they observe or sense in the IT environment rather than requiring IT professionals to initiate the task. These environments are self-configuring, self-healing, self-optimizing and self protecting..

Distributed computing: a method of computing in which very large problems are divided into small tasks that are distributed across a PC network for simultaneous processing. Individual results are then brought together to form the total solution.

Grid computing: distributed computing, over a network (public or private) using Open Standards (e.g. OGSA). Includes the aggregation and harnessing of unutilized compute and data resources across heterogeneous, geographically dispersed environments.

Patterns for e-business: a repository of successfully implemented e-business designs and a source of information for architects and developers. It is the distillation of the collected wisdom of IBM, partners and customer IT architects, containing code samples and representative implementations.

Peer-to-Peer computing: the sharing of computer resources and services by direct exchange between systems. These resources and services include the exchange of information, processing cycles, cache storage, and disk storage for files. Peer-to-peer computing takes advantage of existing desktop computing power and networking connectivity, allowing economical clients to leverage their collective power to benefit the entire enterprise.

Utility computing: the network delivery of IT and business process services by utility computing providers.

Virtual organizations: coordinated resource sharing and problem solving in dynamic, multi-institutional organizations. Sharing is with direct access to computers, software, data, and other resources by a range of collaborative problem-solving and resource brokering strategies. The sharing is controlled with resource providers and consumers defining what is shared, who is

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allowed to share and the conditions under which sharing occurs. The set of individuals and/or institutions defined by the sharing rules form the virtual organization.

Web services: self-contained, modular applications that can be described, published, located and invoked over a network (generally the Internet). Web services go beyond software components, because they can describe their own functionality, look for, and dynamically interact with other Web services. Web services provide a means for different organizations to connect their applications with one another to conduct dynamic business across a network, no matter what their application, design or run-time environment.

APPENDIX A: Resources and contacts

The Corporate Naming Process

Corporate IBM Naming Guidelines - w3.ibm.com/marketing/namingtool

On Demand and On Demand Business Visual Identity Usage Guidelines

The purpose of these guidelines is to establish and clarify a set of world wide visual standards that not only assure adherence to the principles of the IBM brand but also create consistency with the use and visual play of the e-business term. The Identity and Design Guidelines can be found at: w3-1.ibm.com/marketing/branding/do/ebusinessod.html

On Demand Business Logo/Mark Guidelines

The IBM on demand business logo may be used by IBM and upon approval by IBM companies and IBM Business Partners. It may be used in communications relating to qualified IBM or Business Partner offerings that enable on demand business.

URL: w3.design.ibm.com/e-business/principles_for_use.html
www-3.ibm.com/e-business/emarkinfo/index.html

On demand business marketing strategy, messaging, references, and tools

To access the latest on demand business information, messaging and reference tools, visit w3.ncs.ibm.com/ondemand/marketing

Contacts and Resources

Corporate Marketing, On Demand Business

Vice President: Nigel Dessau/Fishkill/IBM@IBMUS

IBM on demand Intranet home page

URL: w3.ibm.com/ondemand

IBM on demand marketing home page

URL: w3.ncs.ibm.com/ondemand/marketing

Corporate Brand Strategy

Branding/Naming Strategist:

URL: w3.ibm.com/marketing/branding w3.ibm.com/marketing/namingtool

Corporate Identity & Design

Lotus Notes: Design2/Somers/IBM@IBMUS

Internet: Design2@us.ibm.com

Global Web Architecture Guidelines - Office of the CIO - Technology Deployment

URL: w3-1.ibm.com/transform/sas/as-web.nsf/ContentDocsByTitle/Web+Standards+and+Guidelines

URL Redirects: <https://d02dbt005.southbury.ibm.com/w3intranet/redreqs.nsf/login>

Corporate Intellectual Property Law

URL: www.ibm.com/legal/copytrade.shtml