

## Share Your Story. Showcase Your Success.

*Be recognized for your leadership and success in business analytics. Join the IBM Business Analytics Performance Leaders Program*



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### Performance Leader Program Benefits

- Network with peers, industry leaders and executives.
  - Gain deeper insights and expanded access to IBM Business Analytics and IBM product architects and innovators to give your business an edge.
  - Raise your and your organization's profiles as thought leaders; Integrate with it.
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We know you work hard. More importantly, we know you work smart. The IBM Business Analytics Performance Leaders Program (PLP) is about showcasing you, your company and the business results you achieved using IBM Business Analytics software solutions to optimize your business performance. It raises your profile as part of an elite group of cutting-edge analytics experts. Plus, we offer many ways for you to share your story that fit your preferences and availability.

### What's your story?

Every organization is looking for a competitive advantage. You took data and turned it into action, optimizing business performance and/or creating sustainable innovation. Your results demonstrate leadership and a results-driven approach. Share your results ...

- You reduced customer turnover.
- You discovered what products must be on the shelf to meet demand.
- You detected and prevented fraud.
- You determined whether a complaint indicated a serious service quality issue. You achieved a 360-degree view of customers.

### Benefits of sharing your story ...

- Your success and expertise will be recognized by peers, management and the industry.
- You'll learn from other organizations as they learn from you.
- You'll join an elite group of business analytics thought- and results-leaders.
- Performance Leader Program Benefits. Network with peers, industry leaders and executives. Gain deeper insights and expanded access to IBM Business Analytics and IBM product architects and innovators to give your business an edge. Raise your and your organization's profiles as thought leaders.

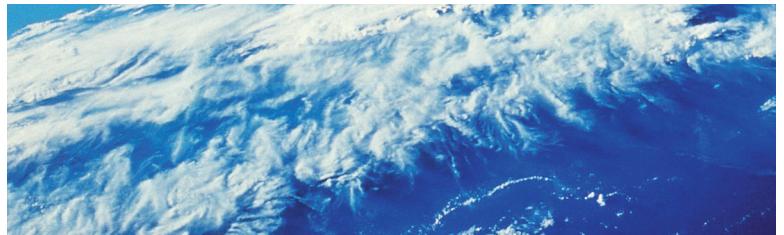


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*“Participating in the IBM Business Analytics Performance Leaders Program has been an effective marketing opportunity for MedeAnalytics. We’ve developed new business relationships, while also raising awareness for our brand. The IBM Business Analytics team makes it simple to participate and the results are excellent.”*

—David Mould, Ph. D, MedeAnalytics

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### How to participate ...

Your time is valuable. We'll create a customized program to suit your priorities, preferences and availability. Our team handles all the details, making your involvement simple and easy. Once you decide to participate, we capture the following information:

- An overview of your company and its strategic business goals
- The business challenges faced by your company and industry
- A succinct description of the solution, including the IBM Business Analytics product and implementation details
- Highlights of the achieved or anticipated business benefits

### Participation options include ...

- Customer case study: highlight your organization, your business challenges, the IBM Business Analytics solution and the results you achieved.
- Peer-to-peer meeting: share your expertise and results, and learn from other analytics performance leaders.
- Media interviews: boost your profile with relevant, top-tier media by showcasing your best practices.
- Awards: get recognized for your hard work and results by industry associations, media outlets and even IBM partners.
- Speaking engagements: share your thoughts directly with peers, media, and analysts at IBM and/or industry events.

### Join the IBM Business Analytics Performance Leaders Program today!

E-mail our team at [plp@ca.ibm.com](mailto:plp@ca.ibm.com) for more information.

### About IBM Business Analytics

IBM has invested more than \$12 billion to build an analytics portfolio which includes organic innovation and acquisitions. In addition, IBM has assembled 4,000 analytics consultants with industry expertise, and opened a network of seven analytics centers of excellence. Today, IBM is working with more than 250,000 clients worldwide on business analytics, including 22 of the top 24 global commercial banks, 18 of the world's top 22 telecommunication carriers and 11 of the top 12 U.S. specialty retailers.



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July 2010  
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