

IBM Olympic Games Sponsorship

A Business Partner
Co-marketing Opportunity

July 2000

IBM

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The IBM Olympics Sponsorship

IBM has made a multi-million dollar investment in the sponsorship of the Summer Olympic Games to position IBM and its Business Partners as the world's leading providers of integrated e-business solutions.

- The core communications strategy focuses on showcasing the 2000 Sydney Olympic Games as an IBM e-business.
- This year, IBM Business Partners can take advantage of IBM's Olympics sponsorship and marketing momentum through co-marketing opportunities.



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Business Partner Opportunity

- Leverage the marketing momentum and timeliness of the IBM Olympics sponsorship and campaign activities.
- Take advantage of a suite of high-quality co-marketing tools for four solutions areas.
- Convert your soft dollars into leads.

Business Partner Eligibility

- IBM Business Partners who deliver the same solutions or products that have been used to transform the Sydney Olympics into an e-business.
 - ▶ e-Commerce
 - ▶ Customer Relationship Management
 - ▶ Collaboration
 - ▶ Integration
- IBM Solutions Providers and Tier Two Resellers/Dealers.

Co-marketing Messaging Platform

Main Message

The Olympic Games is a business and e-business solutions from IBM are helping it run smarter, serve customers better and make the most of its resources. And, these are the same solutions and products that IBM Business Partners deliver to their customers.

- Solution areas include CRM, e-Commerce, Collaboration and Integration.
- Business Partners will be able to feature specific products that fall within the solutions areas (see Solutions Summary).

Co-marketing Tools

- Tools will be delivered via the PartnerWorld Web site to include a set of the following:
 - Direct Mail
 - Print Ads
 - Web Banners

- Business Partner customization to include:
 - Solution area and product set
 - Headline (several options to be provided)
 - Photography (several options to be provided)
 - Business Partner logo
 - Offering

Olympic Solutions Summary

IBM Solutions	Sample Customer Challenges and Proof Points	Product Summary
e-Commerce	<p><u>Customer Challenge</u> - Opening new sales channels to make customer access easier and more efficient.</p> <p><u>Olympics Proof Point</u> - To expand sales potential, SOCOG used olympics.com to sell millions of dollars of merchandise online.</p>	WebSphere Commerce Suite DB2 Universal Database RS/6000 SP Netfinity S/390 AS/400 NUMAQ
Customer Relationship Management	<p><u>Customer Challenge</u> - Allowing customers to get the information they need, easily and when they want to.</p> <p><u>Olympics Proof Point</u> - SOCOG has simplified communications, like schedule changes to athletes via self-service applications on an Intranet called INFO.</p>	WebSphere Application Server DB2 Universal Database Lotus Domino RS/6000 SP Netfinity S/390 AS/400 NUMAQ
Collaboration	<p><u>Customer Challenge</u> - Enable team members to communicate and collaborate better.</p> <p><u>Olympics Proof Point</u> - IBM software allowed a virtual team from the US, Australia and Spain to work together seamlessly.</p>	Lotus Notes Lotus Domino VisualAge Team Connection RS/6000 SP Netfinity S/390 AS/400
Integration	<p><u>Customer Challenge</u> - Integrating disparate systems for greater organizational effectiveness.</p> <p><u>Olympics Proof Point</u> - IBM integrates the complex, diverse systems at the Olympic Games, including multiple platforms and technology from other Olympic sponsors.</p>	MQ Series Tivoli Technology Management RS/6000 SP Netfinity S/390 AS/400 NUMAQ

Creative Example - Print Advertising

The advertisement features a vertical strip on the left with three images of a high jumper in mid-air. The main text is in orange and black. At the top right is the Olympic logo and 'IBM e-Business Partner' text. The headline reads 'at the games: she thinks about running 24X7 olympics.com actually does it.' Below this is a sub-headline 'Now you can depend on the same e-commerce solutions used by the Olympic Games.' followed by a paragraph of text describing the solution's benefits. A second paragraph describes the IBM RS6000 server. At the bottom, there are logos for IBM Business Partner and XYZ Company, with a call to action.

IBM e-Business Partner

at the games:
she thinks about running 24X7
olympics.com
actually does it.

Now you can depend on the same e-commerce solutions used by the Olympic Games.

Whether you're looking to reach customers faster, reduce the cost of a sales transaction, find millions of new customers worldwide or simply stay open 24x7, IBM is doing all that and more via Olympics.com. Technically speaking, it's a dynamic, database-driven transactional site that integrates front-end interface with back-end order-entry and fulfillment systems. In other words, it's a store that's open 24x7 all over the world — one that can lower the cost of processing orders by 90%, sell an expected \$800 million worth of merchandise, reach 354 million people in near-real time, and grow to 14 billion page views. e-commerce at the Games by IBM. It's success down under, above and beyond.

[XYZ Company] could do the same for you via the powerful IBM RS6000 server. Designed to keep your system running 24x7, IBM RS6000 can help you reach new customers anywhere in the world. Rated #1 for Linux Web server performance, it supports all major security standards, and can grow as your business grows. So your site can be up and transacting business all over the world, all day, all night. Always ready whenever and wherever the customer's ready to buy.

Let [XYZ Company] do for you what was done for the Games. Simply call 1 800 xxx xxx or visit www.xyz.com for more information.

IBM Business Partner

XYZ Company

Customizable Area

Solutions Story

Business Partner Product Tie-in

Customizable Area

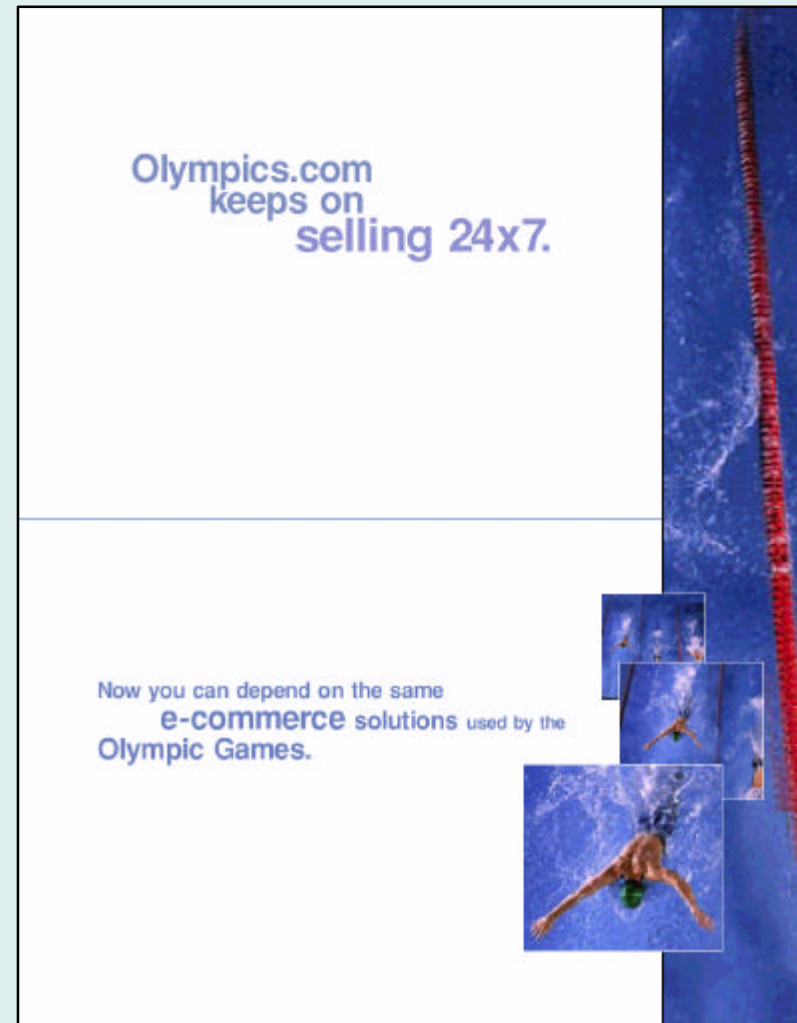


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Creative Example - Direct Mail



Billboard Panel



Payoff

Creative Example - Direct Mail

Solutions Story

Business Partner Product Tie-in

Customizable Areas

e-commerce for the Games.

Whether you're looking to reach customers faster, reduce the cost of a sales transaction, find millions of new customers worldwide or simply stay open 24/7 IBM is using all the experience from the Olympic Games. After all, the world's official site of the Games, Olympic.com, technically speaking, it's a dynamic, database-driven, transactional site that integrates front-end interface with back-end order-entry and fulfillment systems. In other words, it's open 24 hours a day or 7 days a day to anyone anywhere in the world. A site that can lower the cost of processing a ticket by 80%. Sell an expected \$200 million worth of merchandise through 600 online catalogs with counts and data that must be new and live. And give to a total of 12 billion page views. e-commerce at the Games by IBM - it's access down Under (Sydney and beyond).

e-commerce for YOU.

Every business wants to extend their products and services to the world. With our e-commerce solutions, you can do just that. Like the powerful, affordable IBM[®] WebSphere[™] we are for example. To help you reach more markets all over the world, WebSphere is designed to help your systems running J2EE/JSP. Its comprehensive set of predictive management features and responsive, open technical support can reduce downtime and increase the availability of your business-critical networked systems. To further maximize WebSphere's availability, IBM has forged relationships with Microsoft[®] and Cisco[®], among others, to offer a wide array of co-sourcing solutions. WebSphere also offers manageability, scalability and interoperability with other IBM servers. Add to that its simple ability to handle complex transactions and safely cushion customer requests and you have a server that can reach new customers anytime, anywhere with the kind of service today's customer expects and demands.

Run faster, reach higher, be stronger.

Let XYZ Company achieve the same kind of success for you as for the Games. For more information, simply call 1 800 555 1234, when the operator response says or visit www.ibm.com.

IBM Business Partner **XYZ Company**

Yes, my business could use the same kind of solutions found at the Olympic Games.

name _____

title _____

company _____

address _____

city zip state _____

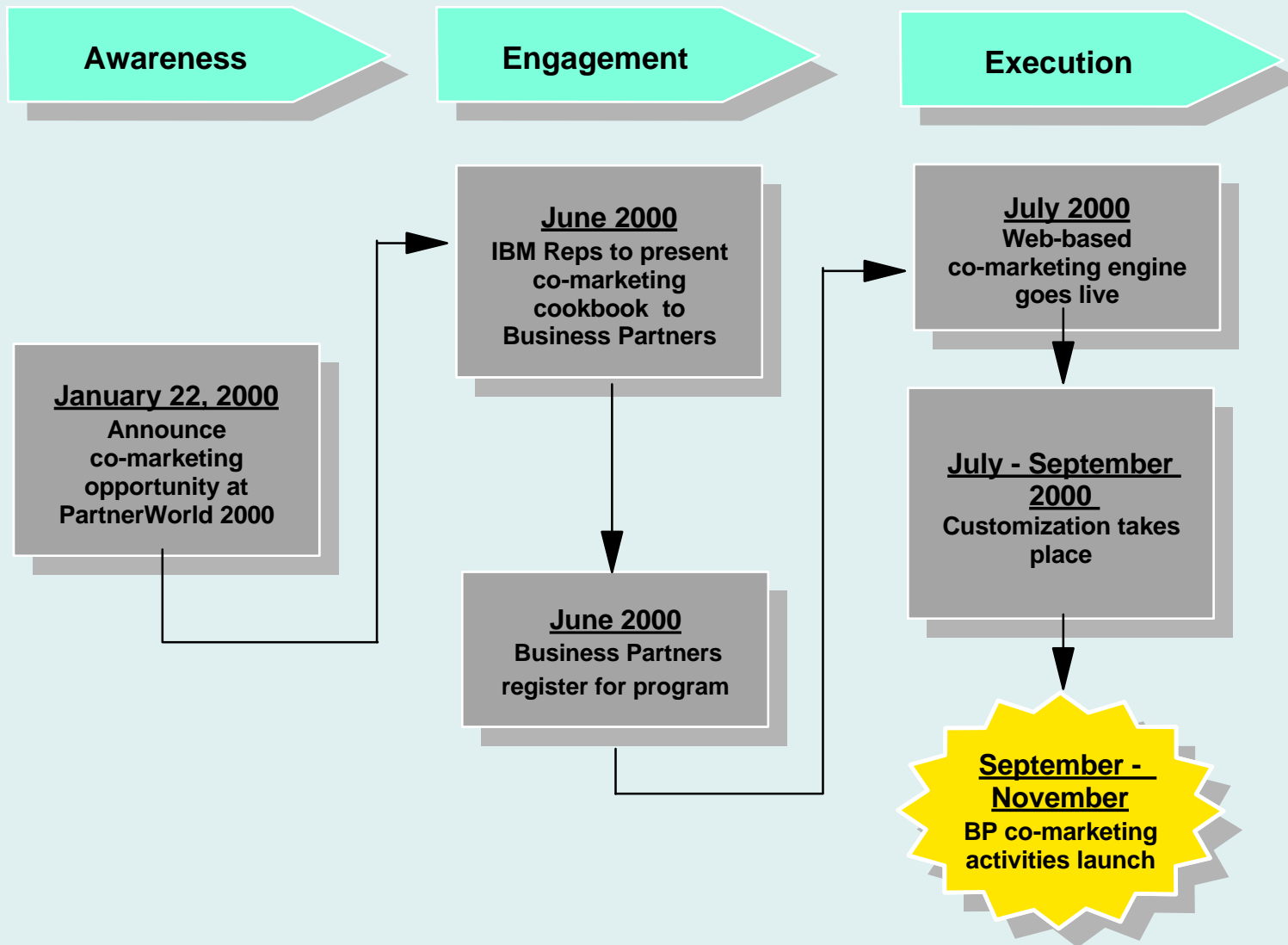
phone _____

fax _____

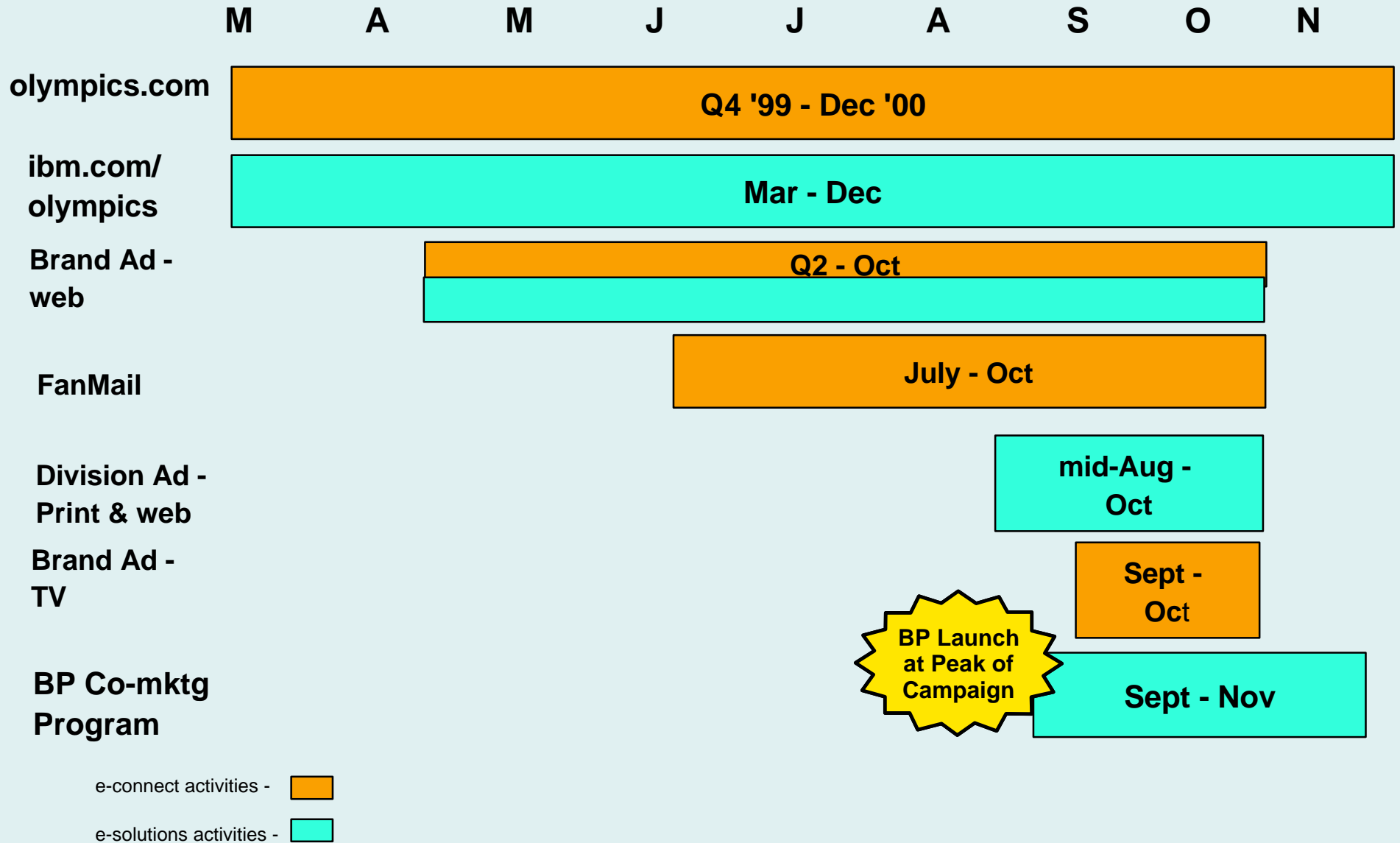
e-mail _____



Campaign Execution



Planned Media Activity



Communications Activities - Web

<p>Fan Site www.olympics.com - e-connect strategy</p>	<ul style="list-style-type: none">▪ <u>Function</u> - deliver the Olympic games to the fingertips of the fans around the world.▪ <u>Marcom</u> - banner advertising to complement TV ads and to generate interest in official Web Site/Fan Mail.▪ <u>Target</u> - fans, sports enthusiasts.
<p>Solutions Site www.ibm.com/olympics - e-solutions strategy</p>	<ul style="list-style-type: none">▪ <u>Function</u> - highlight IBM's role as an Olympics Worldwide Partner by showcasing the Olympic Games as an IBM e-business.▪ <u>Marcom</u> - use banner advertising to introduce e-business solutions and drive traffic for www.ibm.com/olympics.▪ <u>Target</u> - strategists and implementors.
<p>Fan Mail/SurfShack www.ibm.com/fanmail - e-connect strategy</p>	<ul style="list-style-type: none">▪ <u>Function</u> - increase fan involvement.▪ <u>Target</u> - techno-savvy fans.

Communications Activities - IBM Brand

Television - e-connect strategy	<ul style="list-style-type: none">■ <u>Function</u> - show how IBM touches the lives of the individuals connected to the Olympics.■ <u>Target</u> - addresses fans first, business people (strategists and implementors) second.
Business Unit Print and Online Advertising - e-solutions strategy	<ul style="list-style-type: none">■ <u>Function</u> - reinforce the Olympics e-business solutions messages within existing divisional campaigns.■ <u>Target</u> - strategists and implementors.
Advertising Insert (TBD) - e-solutions strategy	<ul style="list-style-type: none">■ <u>Function</u> - show how IBM transformed the Games into an e-business over a 40-year relationship and draw synergies between the Games and traditional businesses.■ <u>Target</u> - strategists and implementors.

Enhanced Team Players Co-marketing Tool

- The Olympics Co-marketing Campaign will deliver through TeamPlayers Co-marketing during the week of July 24.
- The enhanced TeamPlayers functionality will help you manage your co-marketing efforts like never before:
 - ▶ Enhanced customization to help you differentiate your marketing - headlines, photography, logos, products, calls to action.
 - ▶ Enhanced preview/ordering systems build your creative in minutes, provide live views of the work, and generate instant PDFs that you can send to your colleagues for approvals.
 - ▶ Work with our pre-selected 3rd party, non-IBM production house, and can deliver your campaigns in days. Or, produce the work on your own.

Sign up today

- The Olympics Co-marketing Campaign is available to IBM BPs who are certified in at least one of the products being promoted through this campaign.
- If you are already registered for TeamPlayers already, check back during the week of 7/24.
- If you are NOT already registered for TeamPlayers, register today!
 - www.teamplayersprogram.com