IBM Business Partners & IBM Content Manager Brand Success Stories

Ted Lewis
WW Channel Marketing
Data Management
tedlewis@us.ibm.com

How to promote success stories?

Public Content Manager Website

- **What:** Partner success stories to the web--"Spotlite database," usually submitted by the IBM Client Rep or Data Management Specialist.
- **Where:** http://www-4.ibm.com/software/data/cm/casestudy.html
- **Who to contact:** DM Channel Representative

Internal Contacts:

Andrea Solka	**Susan Schwatz**
Channel Communications	**Data Management Brand**

For a BP success story, IBMers might work with one or the other, or both.
Form is on-line internally at
http://w3.ncs.ibm.com/ibmref.nsf/submit?Openform.

For Partners, we currently have a nomination form as a WordPro document your DM Channel Rep can send via the web.

How to promote success stories?

Press Releases

- **What: Use when a Data Management Business Partner needs to get time sensitive information out to the public.**
- **Where: Various channels**
- **Who to contact: DM Channel Representative or CM Channels Team**

Internal Contact:

Amy Lauth, Account Supervisor

Ketchum 404.879.9260

How to promote success stories?

BP Software Program Web Success Stories (Before Migration to PartnerWorld for Software)

- **What: Partners can submit their own success stories from the IBM Business Partner Software Program web site.**
- **Where: http://www2.software.ibm.com/partnerweb/ bpsoftware.nsf/docs/44BQXYNHOE?opendocument&geo=na**
- **Who to contact: See instructions on the web.**

How to promote success stories?

Data/Channels Web Site

- What: Promote successes to CM Channel community.
- Where: www.ibm.com/software/data/channels
- Who to contact: Ted Lewis (tedlewis@us.ibm.com)

How to promote success stories?

Software PartnerInfo: Co-Marketing Funds

- What: Promote success with co-marketing dollars.
- Where: partnerinfo.software.ibm.com (password required). See Co-Marketing Programs.
- Who to contact: Submit proposal over the web.