

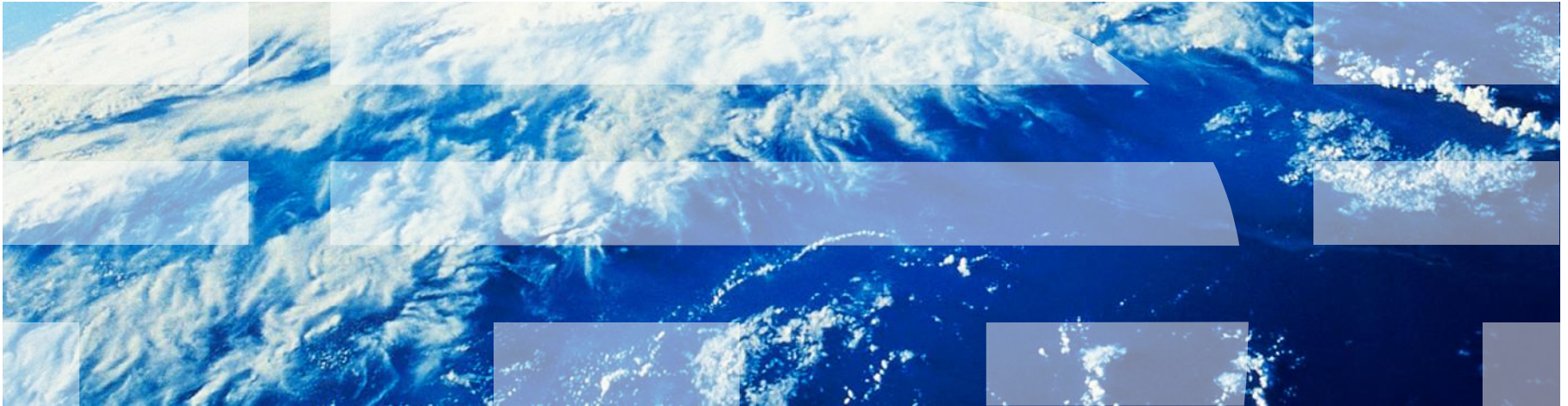


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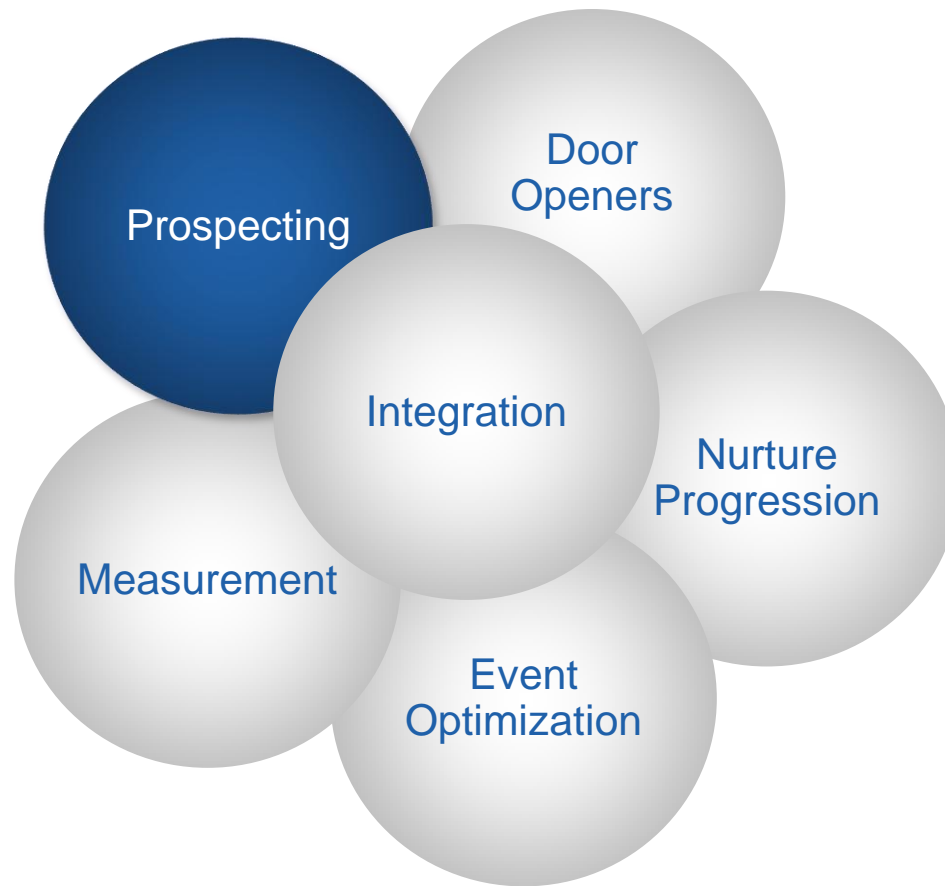
IBM Midmarket How-To Guides:

Prospecting: An updated guide to lists

October 2010



IBM Midmarket How-To Guides: Evolving Our Approach to Effective DG



Midmarket How-to Guidance:

- At any given time, a mix of IBM-led and BP-led efforts will be in market. Regardless of who initiates the communication (IBM, MSV, BPs) or the media used – Advertising, Search, Direct Mail, Email, Telemarketing, Co-marketing, etc. – IBM’s marketing investment at all stages needs to effectively deliver revenue objectives
- To help drive optimal execution, the global team has developed a series of actionable, “how-to” guidance modules around specific demand generation topics. The intent is for these modules to be used as training where appropriate and/or as ongoing reference documents

Contents:

- What makes a “good list” good
- Traditional and new media sources of lists
- IBM Process and List resources
- Choosing the right list for your campaign
- Best practices
- Case Studies
- Contacts and Resources

Objective:

A ‘good list’ is the foundation of direct marketing success. Thanks to media diversification, and a new willingness on the part of prospects to publicly express opinions and reveal personal information, marketers have an opportunity to revisit how they define and build a good list. This guide focuses on successfully finding prospects using both traditional and new media sources

Definitions

To unite our efforts, we must work with a common language for demand generation. As such, we will use these key terms as defined below:

- **List:** Collection of names and contact information (mail, email, telephone, username, etc.) unified by one or more characteristics
- **Prospect:** Potential client, customer or purchaser, qualified on the basis of:
 - **Title:** buying authority, financial capacity, and willingness to buy as indicated by position in their company
 - **Behavior:** previous action indicating potential interest in what you have to offer, such as purchasers of specific solutions, active newsletter readers, searchers for relevant key words
 - **Firmographics:** characteristics such as company size, # of servers installed, revenue, locations, industry, buying process, level of IT sophistication

What Makes a “Good List” Good

- There is no one “good” list out there. Rather a “good” list for your campaign will be a combination of the following:
 - **Relevance** – how closely aligned is the product or service on offer with the list? For example, targeting a highly technical offering such as a SAN to a list of LOBs, is not relevant. But targeting a Storage Architect list would be appropriate. A list of Storage Architects who have bought IBM storage solutions, would be even more relevant
 - **Recency** – proximity of the event that makes them an appropriate target. So if they have previously bought IBM storage solutions, how recent was that event? Is the offer a natural compliment for next purchase? Or do you need to wait for the replenishment cycle to expect positive response?
 - **Frequency** – how often does the target interact with IBM? This could mean purchase, or other measure, such as whitepaper downloads, posting comments, etc. The belief is high frequency indicates openness to IBM’s message. It is important to note, if someone hasn’t previously responded/purchased IBM, it does not mean they are immune to the message, it just may take more effort to engage them

What Makes a “Good List” Good (Cont’d)

- **Amount** – traditionally, refers to size of purchase, with greater dollar value often interpreted as greater promise or commitment to your brand. In new media, this could refer to an influence measure such as, size of following, willingness to pass along or recommend
- **Hygiene** – how fresh is the data? When was it updated? How was it updated? All of these add up to confidence in the accuracy of the contact information and ultimately the deliverability rate of a marketing message
- **Last Contact Date** – when was the last time you reached out to this contact? Overuse of a traditional list (which is frequent in IBM) can lower response or worse, increase opt outs. It is important to note, in new media, last contact can take on a different meaning. For example, responding to an old post to a storage question, may represent a missed opportunity

List Sources

Traditional and New Media List Sources

Today, marketers have the choice of traditional list resources and new media outlets as means for identifying an organized universe of potential prospects

Traditional list sources

In-house
Lists/Databases

Direct
Response

Compiled

Subscribers

Members

Events

New media list sources

Bloggers

Community
Members

User Groups

Followers or
Friends

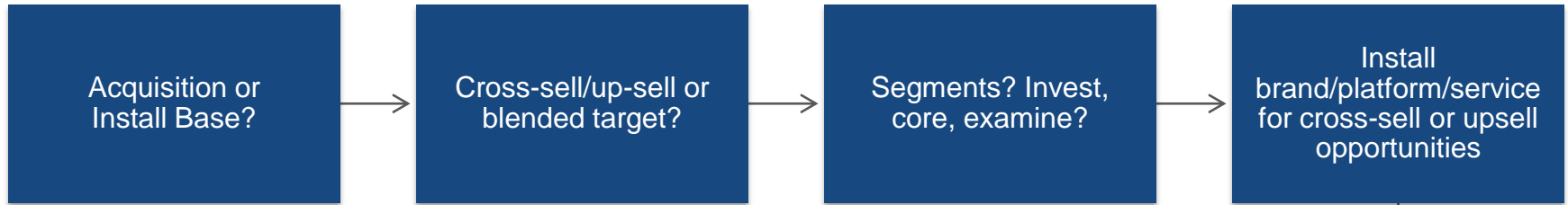
Social Lists

Traditional List Overview

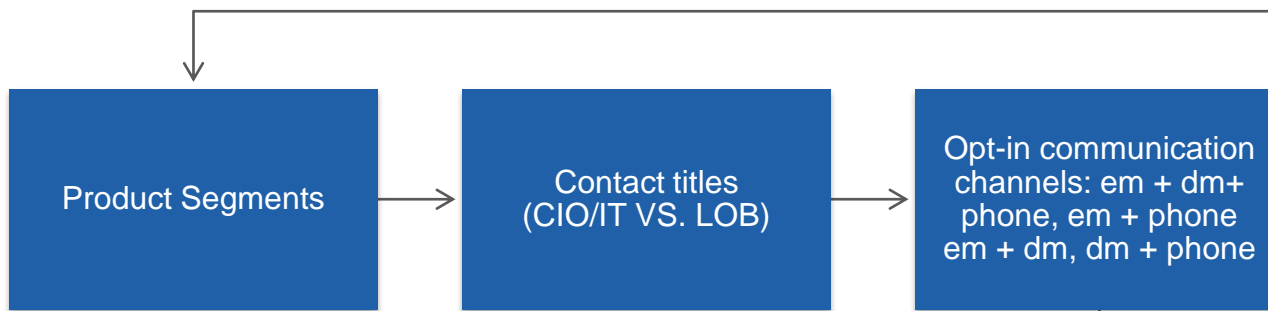
List Type	Description	Pros	Cons
In-house lists/databases	Compilation of the company's existing and former customers	<ul style="list-style-type: none"> • Typically more responsive than purchased lists • Cost-effective (no CPM) • Use to garner behavioral insights/patterns 	<ul style="list-style-type: none"> • Susceptible to wear out if usage and suppression not carefully controlled • Poor hygiene practices
Direct Response	Previous responders from Magazine subscribers, Mail Order buyers, Charitable Donors, Membership lists	<ul style="list-style-type: none"> • Considered more receptive and responsive • Cover a broad range of subjects and interests 	<ul style="list-style-type: none"> • Tend to be more expensive than other outside lists • May have low quantities • Could overlap with compiled files; test against compiled file to justify higher CPM
Compiled	Collection of names + addresses from sources including, Association Membership, Trade Shows, Warranty data	<ul style="list-style-type: none"> • Allow marketers to reach large numbers of people • More cost-effective than other outside lists 	<ul style="list-style-type: none"> • Not as responsive • May contain inferred data • Check file hygiene practices
Subscribers	People who have signed up to receive magazines, e-newsletters, RSS feeds tec.	<ul style="list-style-type: none"> • Potentially qualified audience • Cost-effective CPM 	<ul style="list-style-type: none"> • Not as responsive • Check file hygiene practices
Members	Registered participants in trade associations, groups, etc.	<ul style="list-style-type: none"> • Potentially qualified audience 	<ul style="list-style-type: none"> • Not as responsive • Check file hygiene practices
Events	Roster of attendees to virtual or live trade shows, webinars, etc.	<ul style="list-style-type: none"> • Potentially qualified audience • Relatively low CPM 	<ul style="list-style-type: none"> • Short-window of viability • Check file hygiene practices

Current IBM List-pull Process in the IMTs

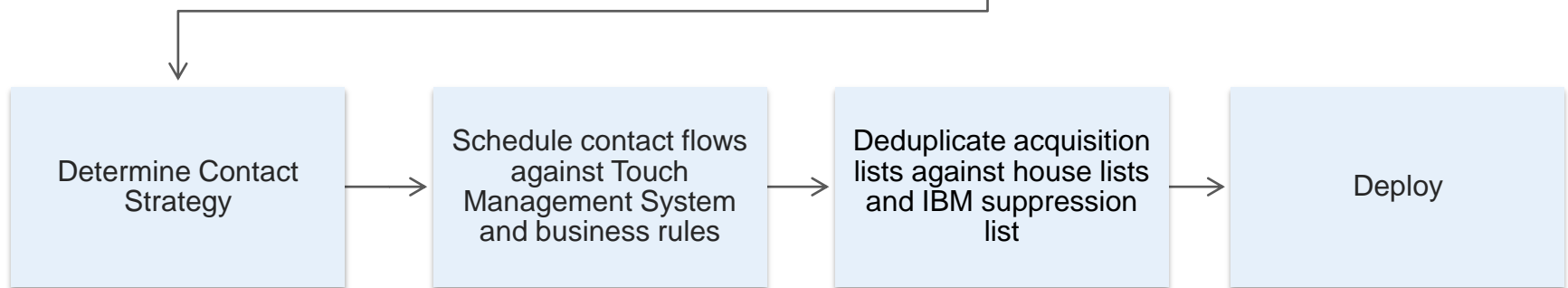
Select target:



Query counts:



Ready deployment:



IBM Purchased data sources available to IMT's and MSV's

Source	Data Contents and Usage
Dun & Bradstreet WorldBase	<p>154 million global business active and inactive records including:</p> <ul style="list-style-type: none"> • Demographics including CEO name/title where available, SIC codes, size of revenue & employment totals • Global corporate linkage identifying ownership hierarchy or relationships between Client establishments and company relationship. • Worldbase Extension contains additional information. Establishment <ul style="list-style-type: none"> – Trade Styles – Former Business Names – National ID's/VAT #'s (except US and China)
IBM Predictive Analytic Models	<p>IBM builds a multitude of analytic models for predicting potential Client spend and install data including:</p> <ul style="list-style-type: none"> • Mid-market customers – identifies MM customers best for IBM products and services • Propensity to buy – customers most likely to buy IBM products and services • Smarter targeting for Smarter Planet – predict co's most likely to buy Smarter Planet offerings • Predicting Competitive Install – predict which companies are likely to have a competitive presence • Predicting Opportunity to win – predicts which validated leads are likely to convert • Predicting Lead conversion – predicts which campaign responses are likely to convert to leads
D&B WorldBase Extensions	<p>NA Extensions is a bundled package of data including:</p> <ul style="list-style-type: none"> • U.S. and Canada 3 & 5 Year Trend Data • U.S. Female/Minority Owned Indicators • U.S. Technology & Office Products Premium Profile (TOPPP) • NAICS Codes – North American Industrial Classification System <p>U.S. IT Demand Estimators</p> <ul style="list-style-type: none"> • U.S. Government Indicator, Provides the linked US Federal Government Records

IBM Guidelines for External List Sources

- Below are listed the nine required steps IMTs must go through to gain approval of external list sources for marketing purposes. All list purchases should be conducted through Romen Hadadan, Database Marketing Lead, WW Demand Programs*
 1. Check the current list of **Approved External List Vendors**. Check to ensure the external list vendor is not in the rejected list
 2. Check to see if the list vendor has been pre-approved, then note the information needed to complete the approval list and continue the approval process. If the list has been pre-approved and the approval date is not greater than one year old, then you may use the list vendor and no further action is required
 3. If the external list vendor is not pre-approved, then note the information needed to complete the approval list and continue the approval process
 4. Read the **External List Source Approval Process** carefully
 5. Determine if list source obtains data by an opt-in or opt-out process
 6. Refer back to the External List Source Approval Process to use the opt-in or opt-out check list to determine if the list source's privacy policy is acceptable. If the data is not, then the data cannot be used
 7. If according to the check list the data is acceptable, complete the **opt-in** or **opt-out** certification form and have the list source sign it and return to you
 8. Complete the Approved List Vendor form with the requested information
 9. Send the signed IBM Third Party List Opt-in or Opt-out certification form and completed Approved List Vendor form information (list relationship owner, list owner, list name etc) to Selina Highlen/Dallas/IBM for posting

For your convenience, a [checklist](#) has been provided to assist you with this process

*Romen Hadadan: email: rhadadan@us.ibm.com, tel: 201-391-8848

IBM Guidelines for Data Usage, Suppressions and Opt-outs

- IBM Customer and Prospect Information
 - IBM must treat competing Resellers fairly
 - IBM Customer data must be provided to a Third Party
 - Cannot share install data (use for targeting only)
- Third Party Sources
 - Purchased data may only be licensed for IBM usage – must check for each source
 - Harte-Hanks and Jigsaw cannot be given directly to a Business Partner, use for co-marketing only
 - D&B and Veretxtra are YES and licensed to share
 - Must have D&B Processor Agreement signed and filed with D&B
- Business Partners should always exclude their own suppressions
 - Mail Files can be provided to assist with matching
- Business Partners receive the responses
- [Add opt-out info here](#)






New Media Overview

List Type	Description	Pros	Cons
Bloggers	Writers who maintain a website to reflect, share opinions, and discuss various topics in online journal format, and their readers comment on posts	<ul style="list-style-type: none"> • Self-identified interests, opinion, and sentiment • Hold credibility with their following 	<ul style="list-style-type: none"> • Need to be careful and thoughtful in approach • May be unwilling to endorse product/opinion • ROI currently undetermined
Microblogger Lists	Pre-categorized set of micro-bloggers around a specific topic or interest area	<ul style="list-style-type: none"> • Can be extremely targeted • Curated list of recognized experts • Perceived thought leaders with established following 	<ul style="list-style-type: none"> • Need to be careful and thoughtful in approach • May be unwilling to endorse product/opinion • ROI currently undetermined
Community Members	People who have opted-into an online social network	<ul style="list-style-type: none"> • Can be extremely targeted • Self-identified data and interests • Contextual relevance 	<ul style="list-style-type: none"> • Need to be careful and thoughtful in approach • Actual contact information may be unknown
User Groups	Club focused on the use of a particular technology	<ul style="list-style-type: none"> • Can be extremely targeted • Self-identified data and interests • Contextual relevance 	<ul style="list-style-type: none"> • Need to be careful and thoughtful in approach • ROI currently undetermined
Followers or Connections	People who find value in their association with a blogger, microblogger, colleague, or friend	<ul style="list-style-type: none"> • Potentially qualified audience 	<ul style="list-style-type: none"> • Typically need a conduit to reach this audience • ROI currently undetermined

Finding Relevant Blogs

- Aggregators such as Technorati can help you identify popular blogs that cover areas specific to your offering
- Additionally, your Ogilvy team, can help you conduct “listening” campaigns to uncover and monitor conversation and enable IBM participation

Top IT blogs [View all IT blogs](#)

Top 5 IT blogs		Top 5 movers	
1	The Windows Blog Info Tech Authority: 970	66	NTPRO.NL Info Tech Authority: 605  61
2	The Mozilla Blog Info Tech Authority: 902	29	Yahoo! Developer Network Info Tech Authority: 681  30
3	Download Squad Info Tech Authority: 900	48	CSS-Tricks Info Tech Authority: 634  25
4	Android Developers Blog Info Tech Authority: 864	69	JetBrains .NET Tools Blog Info Tech Authority: 600  8
5	ReadWriteWeb Info Tech Authority: 861	40	Digital Inspiration - ... Info Tech Authority: 656  8

Twitter Lists

- Curated lists of specific areas exist on microblogging sites such as Twitter, enabling identification of thought leaders and isolation of their followings
- Lists help identify hash tags and prospects for engaging in microblogging exchanges. Social media etiquette should be observed

The screenshot displays the 'The Twitter List Directory' website. The main header includes the site name, a tweet count of 553, and a retweet/share button with a count of 198. A navigation bar offers a 'Sign in with Twitter' button and a prompt to 'Start discovering today! Sign in with Twitter to get'. Below this, there are tabs for 'Categories', 'People', 'Tweets', and 'Lists', with 'Lists' currently selected. A 'TRENDING CATEGORIES' section highlights 'Comic-Con' with 11 lists. A grid of category tiles includes 'Tech & Science' (493), 'Arts & Entertainment' (358), 'Video Games' (1756), 'Music' (4670), 'Design & UX' (1508), 'Books & Writing' (3375), 'Social Media' (951), 'Celebrities' (2281), and 'Enterprise Technology' (786). The right-hand side shows a detailed view for the 'Enterprise Technology' category, featuring a list profile for '@tlists/enterprise-technology' with 229 followers and 250 members. Below this, two individual list profiles are shown: '@kitson/thought-leaders' (1263 followers, 379 members) and '@milesj/cio' (1125 followers, 175 members).

LinkedIn Groups

- LinkedIn is the world's largest and fastest growing online professional network. The universe self-selects and subdivides into topical "Groups" that could be relevant for demand generation and targeting

The image shows a screenshot of the LinkedIn Groups interface. On the left, a sidebar lists several groups under the 'Storage' category, including 'Storage Professionals' (14,651 members), 'Storage Monkey' (4,151 members), 'Storage Speciali' (3,251 members), 'Storage Experts' (2,215 members), 'Storage Emplo' (1,099 members), 'Storage Solution' (Warehousing; 51-2), and 'Storage Applian' (Information Techn). The main content area displays the details for the 'Storage Professionals' group, including its description, a 'Join Group' button, and a list of members in the user's network. A blue-bordered callout box is overlaid on the right side of the screenshot, containing the text: 'Profile data is typically 10x more accurate than standard registration data'.

Profile data is typically 10x more accurate than standard registration data

Additional Community Membership Opportunities

- If uncertain how to begin on your own, LinkedIn and similar networking sites provide formal marketing programs for reaching a targeted prospect pool(s)
- In the case of LinkedIn, paid options available include:
 - Run of Professional:
 - Delivers your message to professionals from all industries and professions
 - inCrowds:
 - Provides the opportunity to connect with a specific segment of LinkedIn Professionals., i.e., Corporate Executives, IT Professionals, Small Business Professionals, Entrepreneurs, Finance Professionals, Sales Professionals
 - Custom Targets:
 - Enables you to reach a specific target audience based on rich LinkedIn profile data – i.e., industry, job seniority, job function, company size, geography, number of connections, gender etc

User Groups

- Existing in both the online and offline world, user groups represent a way to reach a universe of prospects who have self-identified themselves as interested in a particular technology or focus area. Two examples, are Meetup or TechTarget

The screenshot shows the Meetup website interface for the "NY Cisco Technology Meetup Group". At the top, there are navigation links for "Find a Meetup Group" and "Start a Meetup Group", along with a search bar. The group name "NY Cisco Technology Meetup Group" is prominently displayed. Below the name is a navigation menu with options like "Home", "About", "Meetups", "Ideas", "Members", "Photos", "Discussions", and "More". A "Join us!" button is visible in the top right of the group header. The main content area includes a welcome message: "Welcome to NY Cisco Technology Meetup Group. Welcome to New York CISCO networking technologies MeetUp group. This is the meeting venue for everyone who lives and loves the technology. We are passionate about what we do, and we are always eager to improve ourselves. Whether you are just starting out or possess decades of experience as a CCNA or CCIE, no matter which field you are specializing in, routing & switching, security, voice, wireless, this is the place to interact with other industry practitioners, exchange knowledge, exchange tips and tricks, and organizing study groups." It also mentions "Join us and participate in technology seminars, certification study nights, and to meet industry experts and fellow engineers". There is a section for "What members are saying!" with a review: "The QOS lab was very useful. Thank you Eric and Alfred for a great Event!" and another: "Expose yourself to networking including peers." The page also lists "Organizer: Eric Tian" and "Asst. Organizers: Alfredo". At the bottom, there is a "Join NY Cisco Technology Meetup Group" button with the text "You'll get invited to our Meetups as soon as they're scheduled!" and a "Join us!" button.

The advertisement features a central graphic of a stylized eye with the TechTarget logo in the center. Surrounding the eye are various IT market segments, each with a "Learn More" link. The segments include: "CIO/IT Strategies", "Storage", "Data Center", "Windows and Distributed Computing", "Networking", "Security", "Application Development", "Enterprise Applications", "Vertical Software", and "Channel". At the top, the headline reads "Reach Millions of IT Buyers in Specific Markets Using the Most Targeted IT Media". At the bottom right, there is a button that says "View the entire TechTarget network".

Choosing the Right List Source for Your Campaign

- In General, traditional sources are best for campaigns involving direct mail, email, outbound telemarketing, and drive-to events. But as experimentation with new media continues, this will most likely change over time. The case studies in this guidance show some interesting techniques
- Ultimate selection of list source or sources will be based on the following criteria:
 - **Campaign objective:** who you want to reach, and what you will ask them to do?
 - **Budget:** how much is available to find and communicate with the audience?
 - **Available universe:** what list sources exist to choose from

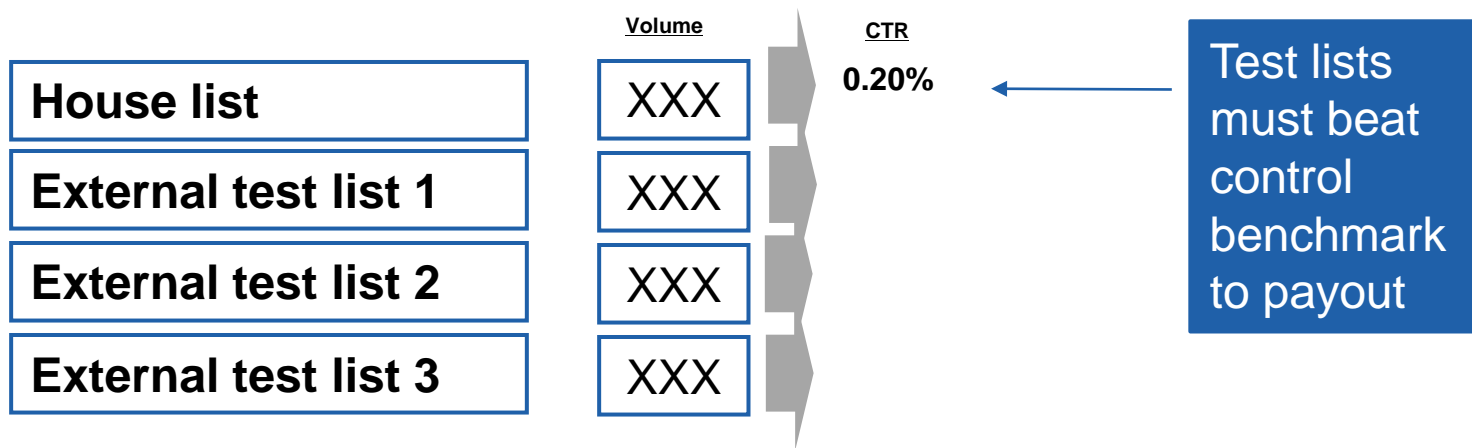
Best Practices

In-house List Hygiene

- For in-house data, it is crucial to keep your data current and actively manage the mailing frequency/suppression practices of data
 - Note: According to Eloqua, a leading email provider, email lists older than 1 year have a decrease of 25% in open rates and 12% in CTR
- For IBM there have been numerous database migrations over the last few years that may have taken a toll on data quality and quantity. Additionally funding may be unavailable for a comprehensive update and maintenance
- The introduction of Unica will improve overall communication and suppression management. But more can be enacted at the IMT level to maintain data quality and integrity:
 - Include short and easy data capture mechanisms in all communications that can be fed back into the database to update and refresh information
 - Purge undeliverable mail and email from the database after each campaign
 - Consider a customer survey to stimulate contact information updates from actual customers. See the following ANZ case study for further explanation. Or an email opt-in campaign at an event to bolster email contacts. See the AG case study for detail

Testing Lists to Prove ROI

- Whenever you engage with external lists (and we encourage you to explore options as a means of augmenting IBM or BP resource), you need to ensure the return in response justifies the investment
- Test design will vary by campaign, but generally the house list should be used as the control or benchmark, as it tends to be the top performer. Select one or more external lists as test cells:



- Exception, to “beating the control benchmark”, is when necessary mail volume cannot be attained with the house list. Then ensure test lists meet the allowable cost per responder to be affordable

Social Media Etiquette

- **Start with a plan, not tactics.** Research and build a plan covering: target audience, objectives, tactics, tools/technology and metrics
- **“Give to get”** – success requires listening and participation centered around giving value before expecting anything in return. This is not “sales” as you know it. But companies can definitely increase sales as a result
- **Commit resources & time to be successful or you may very well fail.** Social media isn't put it out there and walk away. It requires constant monitoring and participation
- **Be transparent with intentions & your identity.** Objectives, strategy and doing your homework about a community should make it pretty obvious what types of commercial messages are appropriate. It's fine if goals are to increase sales, but participation should be focused on providing the kind of value that facilitates sales – not attempting to make sales directly
- **Remember your audience.** Focus on the end user benefit when communicating with these prospects, keep it short and simple, and avoid jargon

Social Media Etiquette (cont'd)

- **Understand, you do not control the message.** Once information or media is available on the social web, people will inevitably mash it up, stretch it, pull it and reshape it according to their interests
- **Welcome participation, feedback and co-creation.** Developing relationships and community within social communities on the web can facilitate buy in, provide invaluable feedback and crowdsourcing opportunities
- **Metrics should be relevant to the channel.** Social media is like providing resource “A” results in “action “B” that influences outcome “C”. Metrics for success need to consider the pre-goal performance indicators like number of “friends”, comments, links, etc as well as commercial outcomes influenced by social media participation

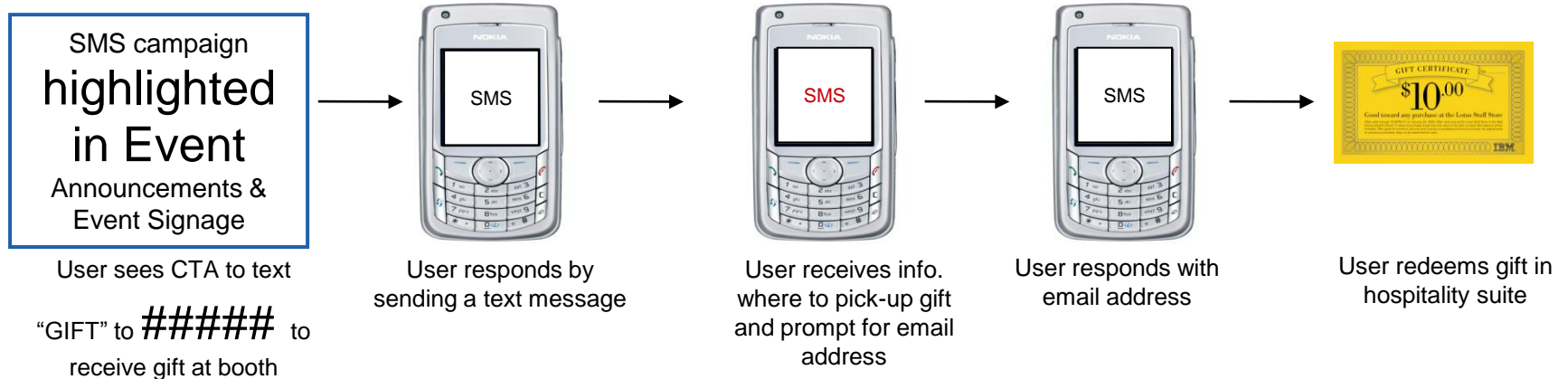
Case Studies

Data Refresh Survey Campaign, ANZ

- **Challenge:** IBM needed a breakthrough way to collect data from existing and potential customers to enable more accurate and targeted sales efforts. Traditional research was cost prohibitive, and the install base had a low number of email addresses with permission
- **Strategy:** Used a digital multi-touch campaign featuring a simple survey and offering a combination of incentives (cinema tickets, iTunes/Amazon vouchers, and a grand prize, a 50" plasma TV) and supplemented with telemarketing as needed
 - Touch 1: Engagement – Targets with email permission were sent a personalized email invitation with a unique tracking ID to participate in the survey. Remainder were contacted by phone, and interested parties were sent an email link in real-time
 - Touch 2: Survey – Given the time pressures faced by our audience, the survey was quick and simple, but captured all the information IBM needed. Wherever possible, contact details were pre-populated. All answers were multiple choice
 - Touch 3: Reminder Emails – People that did not start or complete the survey were sent automated reminder emails to maintain the momentum of the campaign and maximize responses
 - Email 1 – Sent a week after each participant first engaged with the system
 - Email 2 – Sent two days before the survey and promotion closed
- **Results:** Campaign drove an overall response rate of 36%, and the percentage of people who commenced the survey and went on to complete it was 87%

Gift SMS Email Opt-in Drive, AG

- **Challenge:** The AG team wanted more impact from their event investment by ensuring face time with attendees on site and enabling follow-up contact after the event
- **Strategy:** Using SMS and a gift voucher, the team developed a fun, interactive element that gave attendees a reason to visit the Lotus hospitality suite, while also capturing email addresses

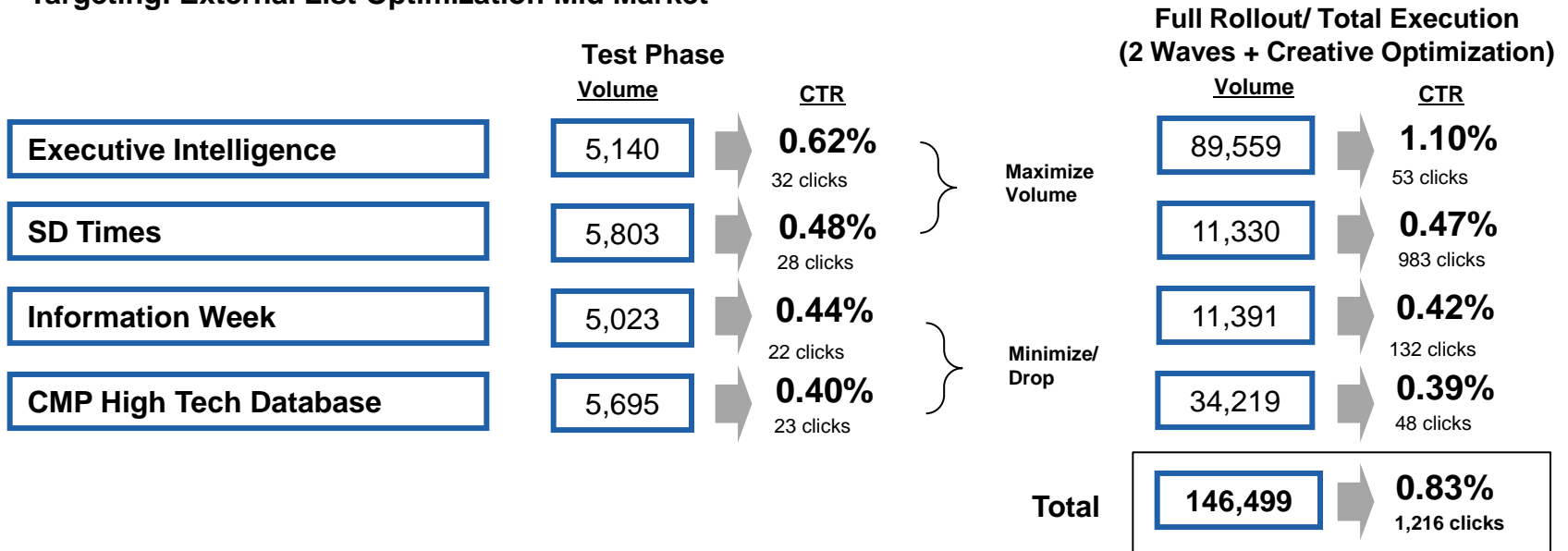


- **Results:** The SMS effort drove 389 unique participants or 20% of overall event attendees. Of these, 50% went to the hospitality suite to claim their prize, achieving the face time and email opt-in objectives desired for the event investment. Subsequent email follow-up to the captured addresses, resulted in a 51% open rate and 15% click thru rate

External List Test and Rollout, AG

- Absent a large enough database to reach objectives and with no history of using external list sources, or understanding of relative effectiveness of different list sources, the AG Express Seller team tested a number of potential data sources, by first communicating to a small subset of the available universes
- The campaign was then rolled out to an extended universe, largely made up of the best performing lists from the pilot

Targeting: External List Optimization Mid Market



Result:

- Significant differences in list performance were observed between the 4 test lists
- The aggregated campaign response rate was far above external list average (approx. 0.54% for SW-Led)

Content Syndication Email Follow-up, AG

- **Challenge:** Content Syndication is the top response driver for AG programs. The AG team wanted a way to take those responders and nurture them into VL and ultimately a win. To do this they need to obtain opt-in email permission
- **Strategy:** Leverage the “one transactional email” rule to follow-up with CS responders and solicit their interest areas and permission to continue the conversation

	<u>% Click Through Rate</u>	<u>% Net Response Rate</u>
Standard email	0.3%	0.09%
CS follow-up email	9.1%	4.3%

- **Results:** Content Syndication responders had response rates above the internal email list. The AG team continues to monitor progression of these responders to VL and beyond, but based on initial positive indicators will pursue more experimentation and learning in the future

Contacts and Resources for Targeting & List Buying

Janet Barrett, IBM

jbarrett@us.ibm.com

Kimberly Atherton, IBM

kathert@us.ibm.com

Maggie O'Brien, Ogilvy

margaret.o'brien@ogilvy.com

Simon Hymas, Ogilvy

simon.hymas@ogilvy.com

Thank You.

Appendix

Available Propensity Models YE09

Offerings	Countries & Regions Covered																												
	US	Canada	Mexico	Brazil	9 SSA Countries	UK	Nordics	Alps I/MT	Germany	Benelux	Italy	SPGI I/MT	France	ROCIS GMR	Sun SA GMR	MENA GMR	CEE GMR	AU/INZ	India	Indonesia	Malaysia	Philippines	Singapore	Thailand	China	Hong Kong	Taiwan	Japan	Korea GMT
GB/ MM																													
IT Security Solutions	X	X							X	X	X																		X
IT Storage Solutions									X	X	X																		X
IT Optimization Solutions	X	X							X	X	X																		X
MM SCM	X	X																											
MM Business Continuity	X	X																											
RM Models	X								X	X	X	X																	X
GB Infrastructure Solution Models-E-Mail Archiving and Records Compliance	X	X																											
GB Infrastructure Solution Models-Managing Data Backup for Mid-Market	X	X																											
GB Infrastructure Solution Models-Unified Communications on Power Bundle	X	X																											
STG Product Propensity Models																													
System i	X	X				X	X	X	X			X	X	X		X	X	X	X							X			X
System x	X	X				X	X	X			X	X	X													X			X
System p						X	X	X	X		X	X	X		X	X	X	X							X				X
System z	X	X																											
Blade Server						X	X	X		X	X																		X
Green IT / Virtualization	X	X																											
Oracle / JDE Solutions	X	X																											
Competitive installs HP/ Sun		X					X		X		X						X								X				X
Competitive Installs UNIX																													X
Competitive installs Dell							X		X		X						X								X				
Competitive Installs Oracle							X		X		X						X								X				
JCM Mainframe																													X
Storage	X	X				X	X	X			X	X	X		X	X	X	X							X				X
Light Blue Space	X	X																											
Other Free from Text Solutions	X	X																											
SWG Product Propensity Models																													
AIM (Websphere)	X	X					X	X			X		X	X	X	X	X	X							X				
Lotus (WPLC)	X	X					X	X			X	X	X	X	X	X	X	X							X				X
Websphere																													
Tivoli	X	X					X	X	X		X		X	X	X	X	X	X							X				X
Tivoli Storage																													
Rational	X	X					X	X		X		X	X	X	X	X	X	X							X				X
Rational Testing	X	X																											
Cognos	X	X																											
Informix																													
Information Management	X	X					X	X			X	X	X	X	X	X	X	X							X				
Enterprise Asset/ Content Management										X																			
Other Free from text solutions	X	X																											

Available Propensity Models YE09 (Continued)

Offerings	Countries & Regions Covered																												
	US	Canada	Mexico	Brazil	9 SSA Countries	UK	Nordics	Alps IMT	Germany	Benelux	Italy	SPGI IMT	France	RCIS GMR	Sub SA GMR	MENA GMR	CEE GMR	AU/NZ	India	Indonesia	Malaysia	Philippines	Singapore	Thailand	China	Hong Kong	Taiwan	Japan	Korea GMT
GTS Propensity Models																													
CRM/ BPM/ FM	X	X																											
SAP/ERP/AMS																													X
SOFTEK	X	X																											
Mobility	X	X																											
Maintenance & Tech Support (SPL)	X	X																											
Maintenance and Technical Support			X	X	X																								
Business Intelligence Solutions	X	X																											X
Converged Communication Services																													X
End User SPL	X	X																											
Integrated Communication Services	X	X																											
Internet Security Services								X																					
IT Strategy & Architecture Services	X	X																											
IT Systems Management								X																					
Business Continuity & Resilience (BCRS)	X	X																											X
Middleware Services	X	X																											
Remote Managed Infrastructure Services																													
Security & Privacy Services	X	X						X									X	X						X					X
Service Management Foundation																													
Server Services	X	X																											
SOA Services																													X
Site and Facility Services	X	X																											X
Storage and Data Services	X	X																											
GBS Propensity Models																													
ERP, SCM, CRM	X	X																											
GSBI								X									X	X						X					
AMS								X																					
Infrastructure Solutions	X	X																											
IGF Propensity Models																													
New and Used Equipment	X	X																											X
Miscellaneous Propensity Models																													
IBM White Space Acquisition																													X