

**Client:**

Mills James Productions, located in Columbus, Ohio, is one of the top ten production facilities in the United States. I was engaged to assist Mills James Productions in creating business to business presentations for IBM. Our team worked directly with IBM in White Plains, NY. There were several divisions of IBM that we did work for, but the bulk of the work was done for the CRM and EAS divisions.

Context:

IBM's presentations were some of the most complex and highly technical subject matter I have worked on. Their projects challenged us in several ways:

- Understand the needs and expectations of their intended audience, comprised of CFO's, CEO's, CIO's and Senior VP's
- Understand what challenges the individual audience members and what hurdles their businesses face
- Become a subject matter expert, on fields such as CRM
- Understand the saliency of the IBM solution
- Become a champion of the IBM solution
- Communicate this effectively
- Presentations embodied the IBM brand, consistent, well produced and high quality.

Deliverable:

Write, design and produce presentations that can be used by IBM's Sr. Vice-Presidents that allow for tailoring for different contexts: presenters, audiences, events and time lengths.



Materials Review:

The biggest shortfall was the assumption that the audience perceived the profound need for the category.

While IBM was championing the superiority of their implementation of CRM or Customer Relationship Management. From my research, there was still a reluctance by key audience members, CFO's and CIO's particularly, to embrace the new technologies as needed, let alone, on a company wide integration. Enterprise software solutions are very expensive and a company wide integration often requires global implementation. The IBM presentations started right off with their product features, without any context of the category need, the business impact of non-implementation and the real business benefits and metrics of implementation.

It was my contention that the opportunity was to rally the audience in unanimous support of the category, and IBM as the best-in-category solution provider.

This presentation strategy allowed us to truly relate to the audience by boldly addressing the audience's most pressing business issues and then position the category as the solution and - IBM as the best in category - provider. This put IBM in a different position. We were not just another company trying to sell them something. We were there to help them solve their tough business problems. We had established the need for an answer, and we had an answer, a great answer. We understood their adversaries and were there on the front-line with them as a solution oriented business consultant and partner.

The second shortfall was too much content about the features and too little focus on the benefits.

The existing IBM presentations were cluttered with needless information. Minor features were shown at the same level as the major benefits. My contention was to show a methodology of the IBM answer. Slides were organized to show:



situation - options - solution - implementation - results. This allowed for an organized, predictable structure to the presentation.

Template:

The presentation template used by IBM employees worldwide was non-existent. There was inconsistent use of color, font and logo. As a world-class enterprise, IBM should have consistent branding across all touch-points. We were engaged to achieve consistency for the IBM brand in all the presentations. My template design was chosen and implemented worldwide.

Objectives:

Understanding:

- of the industry and marketplace demands and pressures facing the audience

Relevance:

- establish the solution category as relevant and credible - to the audience needs

Context

- of the solution category - to their success

Salience

- of the IBM solution in the competitive marketplace

Benefits

- of the IBM solution to their business, short-term and long-term

Partner



- with IBM, the world leader in business solutions to help you and your company - succeed

Content:

I was responsible for content development, writing and presentation structure and organization.
To accomplish this I did an exhaustive literature search on business, marketing and executive management.

Bibliography

“Eating the Big Fish”

Adam Morgan

“GI Collateral Design Guidelines for Agency Development”

Prepared by Global Industries

“The Grand Strategist”

Mike Davidson

“Integrated Marketing Materials Review”,

Prepared by Studio Archetype for IBM

“The Network Financial Institution”

Michael J Cannon-Brookes

IBM Executive, Finance Sector, Asia Pacific

“Straight from the CEO”

Price Waterhouse

“Strategic Planning”

Peter Rea, Ph.D. Harold Kernzer, Ph.D.



e-channels

Hometown Gazette

Agents search for answers in business strategy

Sedfady the alk rhes allthal sieple shoolk kydhaisa iohais slitzaki hokoi wichi dja wa hyus lake lawi lawoi stock.

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Pishwa Inlawie

Your World Today

Is it life in the slow lane at your business?

Wootop wicha inlawie reape wita. Aieno napei diwaj staja. Iipwaj tuis

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Insurance takes turn for the better

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Fashionable Transportation to the Business Place



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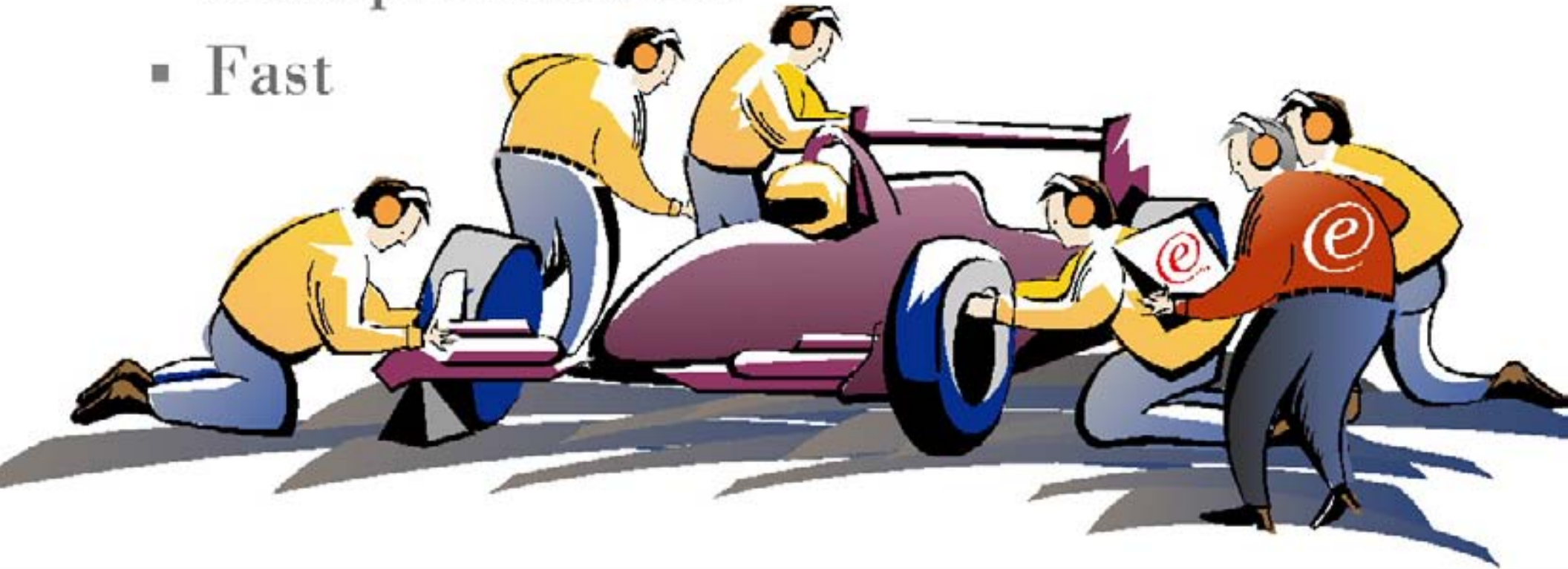
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Your World Tomorrow

Business Processes

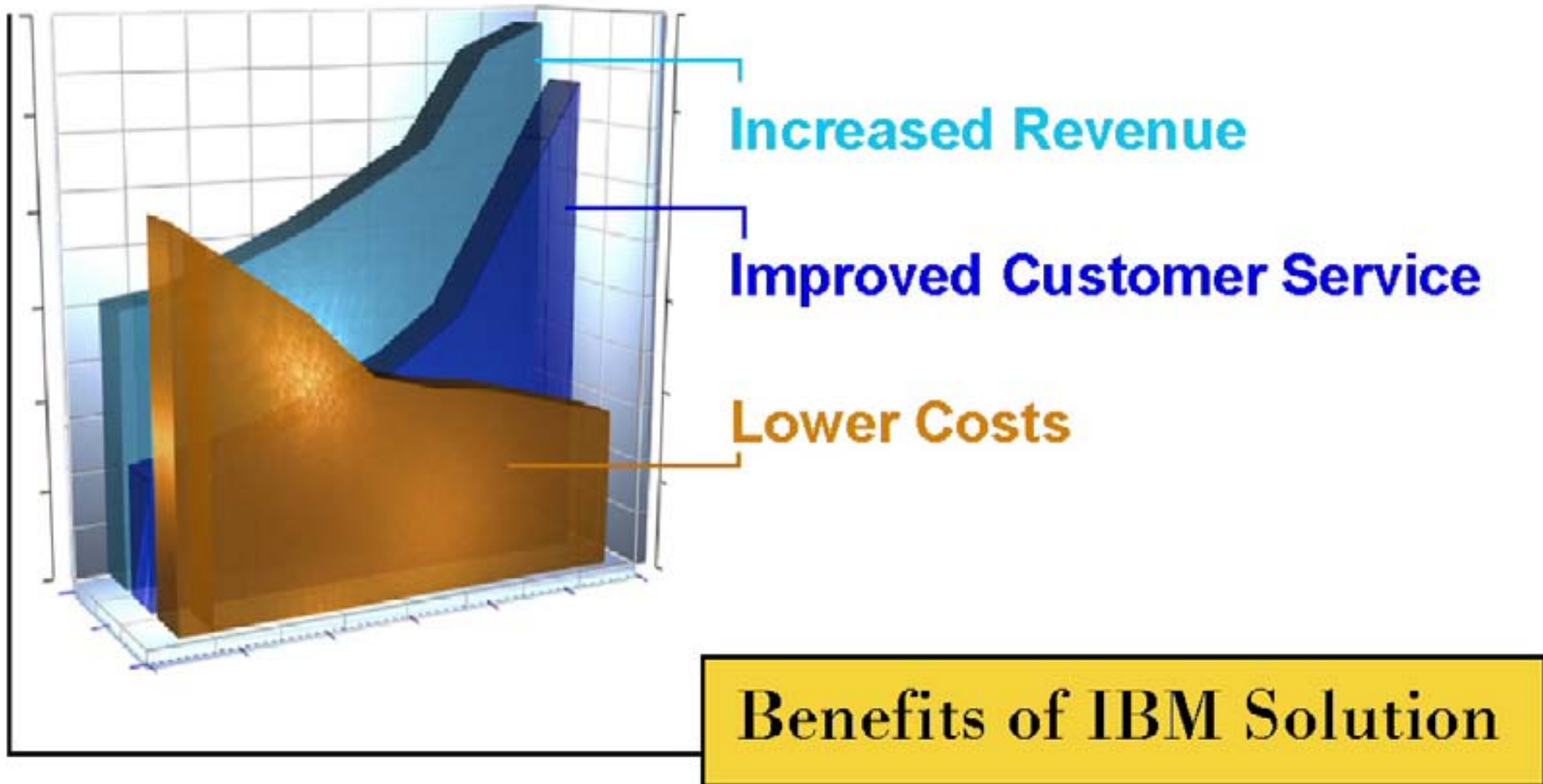
- Multiple carriers
- Multiple solutions
- Fast



IBM.

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How Can IBM Help You Get There



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e-claims

Claims Transformation

COST

There are costs you
try to manage...

There are costs that
manage you



Loss Costs

Allocated LAE

Unallocated LAE

Commissions

Underwriting

P&C Insurer Announces Major Change in Strategy

In a surprise strategic move,
it was announced late today

Market pressures have
caused shifts in how

Source:

Dun & Bradstreet,
UK Insurance Weekly

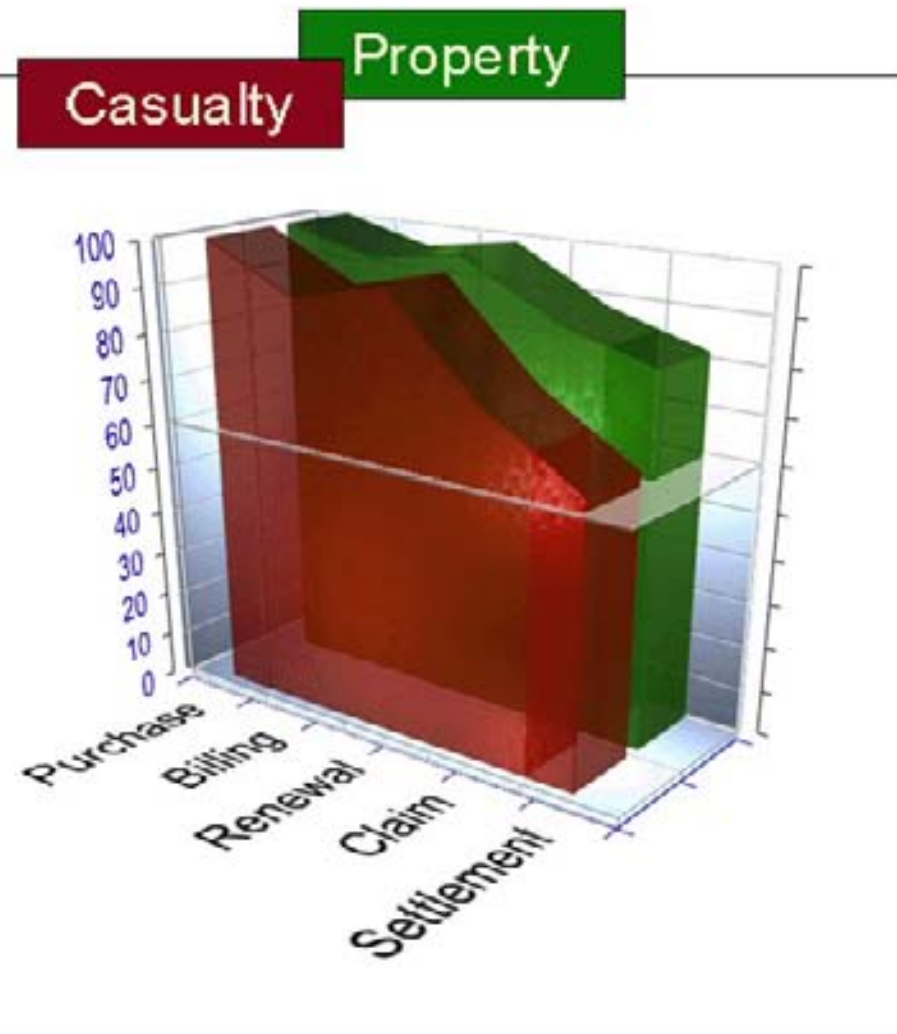


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Claims Transformation

SERVICE

Every moment
of truth is
different - and
yet we deliver
universal service
to try and meet
individual
customer needs



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IBM Claims Solutions

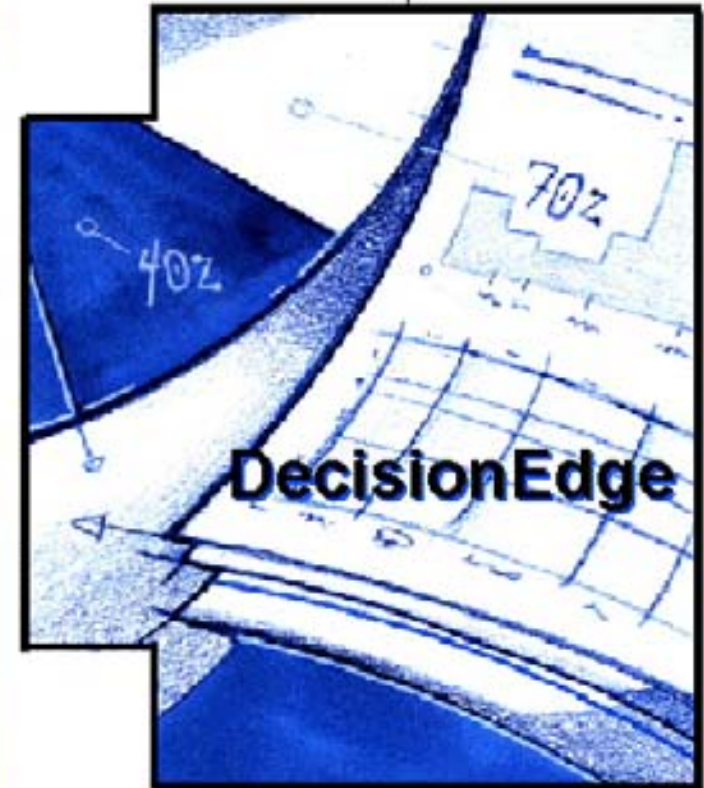
**Client
Management**



**Claims
Administration**



**Management
& Analysis**



IBM

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IBM Claims Solutions

**Single Point of
Contact**

**Data Warehouse
Data Mining**

*Business
Functions*

20% - complex
low volume

*Party File
CIIS*

*Image &
Workflow*

80% - simple
high volume

**Collaborative
Computing**

**Multiple Access
Multiple Entry**

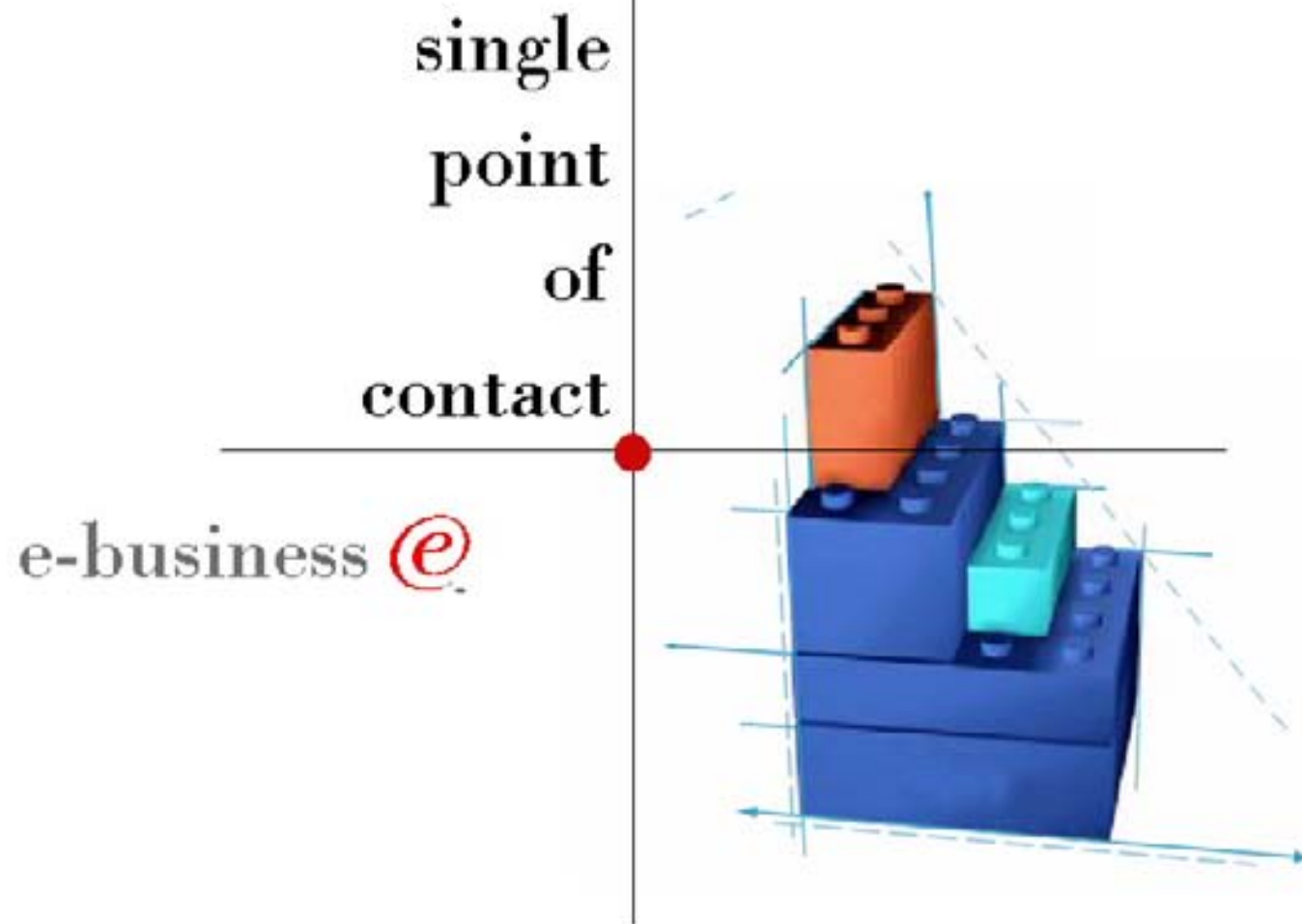
*Customer
Points of
Entry*

*Customer
Relationship
Tools*

IBM

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IBM Claims Solutions



IBM

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CRM

The Situation

In the future, greater emphasis will be placed on a company's ability to understand, identify and respond to its customers' changing needs.



CRM is about understanding



Reaching an **Understanding**

The future will belong to those companies that serve their customers exceptionally well by understanding their customers...

...extremely well



IBM

Reaching an Understanding

Grown-ups love numbers. "When you tell them that you have made a new friend, they never ask any questions about essential matters. They never say to you, What games does she like best? Does she collect butterflies?"



"Do you *know* me?"

IBM

The Solution

There is a network
that
bridges
information
and communication
to the customer.



*The bridge is called **CRM***





e-relationship

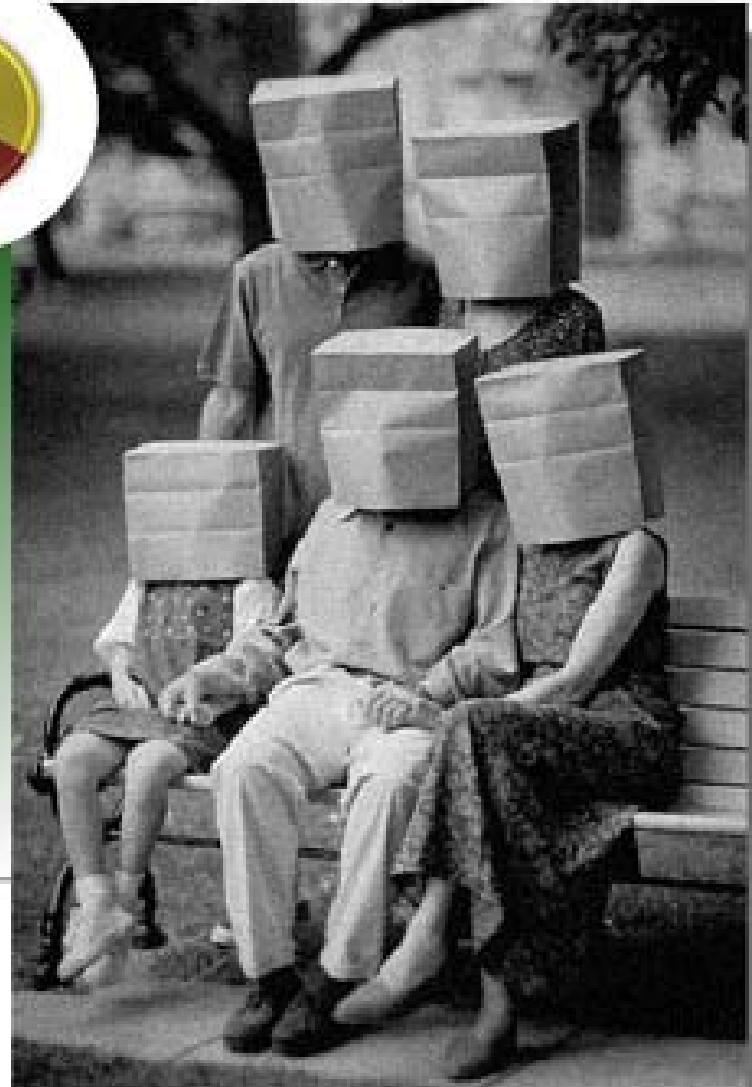
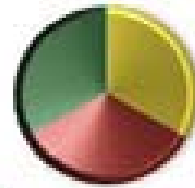
Gaining Competitive Advantage through Customer Relationships



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Generating Customer Loyalty

Know your
customer...

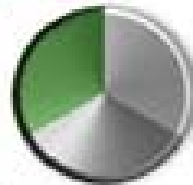


IBM.

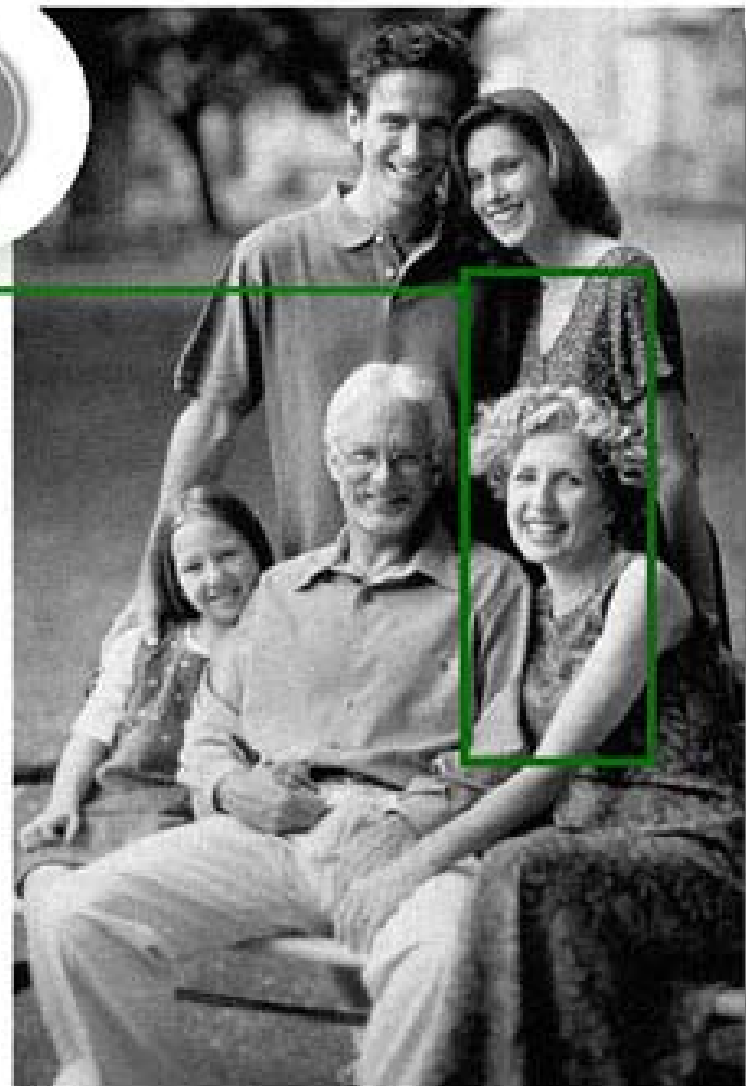
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Generating Customer Loyalty

Every time you contact your customer you should know:



- Their name
- What products: past & present
- Who their family is
- How old they are
- How profitable they are
- Their salary
- Their personal preferences: nicknames, e-mail vs mail
- Their contact history including: inquiries, complaints, claims, etc...

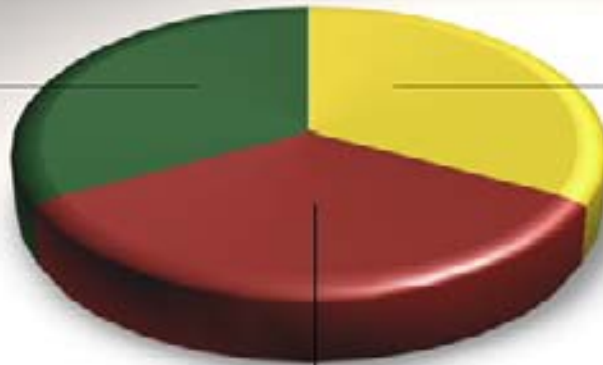


IBM.

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Generating Customer Loyalty

**Know
your
customer**



**Make the
right offer...
At the right
time**

**Offer the right service
for the customer value**

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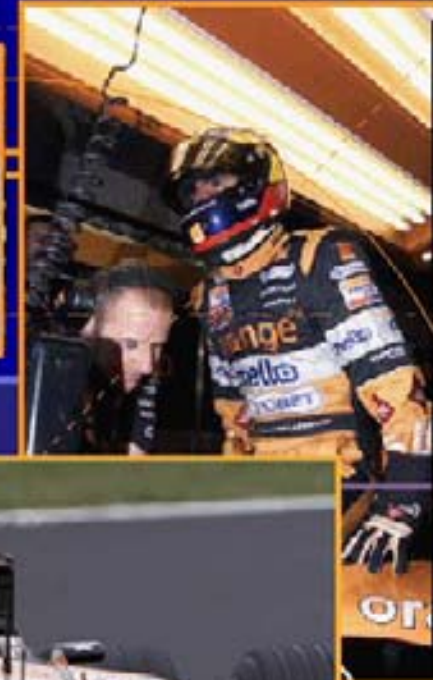


e-CIO

Enterprise Application Solutions - EAS

Today's Challenge

Support growth
and improve global
operations for
24 X 7 uptime



ARROW racing



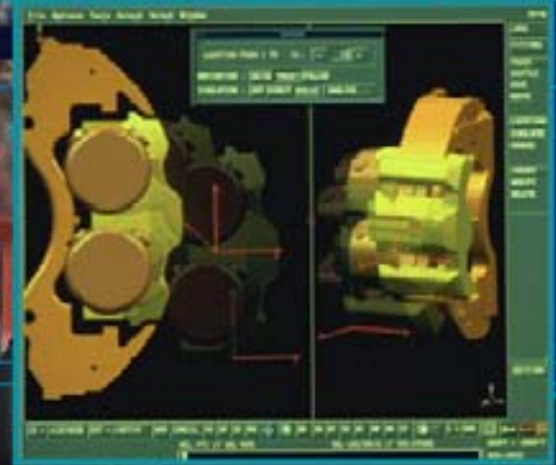
IBM

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Enterprise Application Solutions - EAS

IBM Contribution

Teamed with SAP
to deliver a
crash-tested R3
and DB2 system

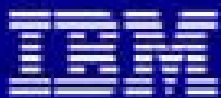


IBM


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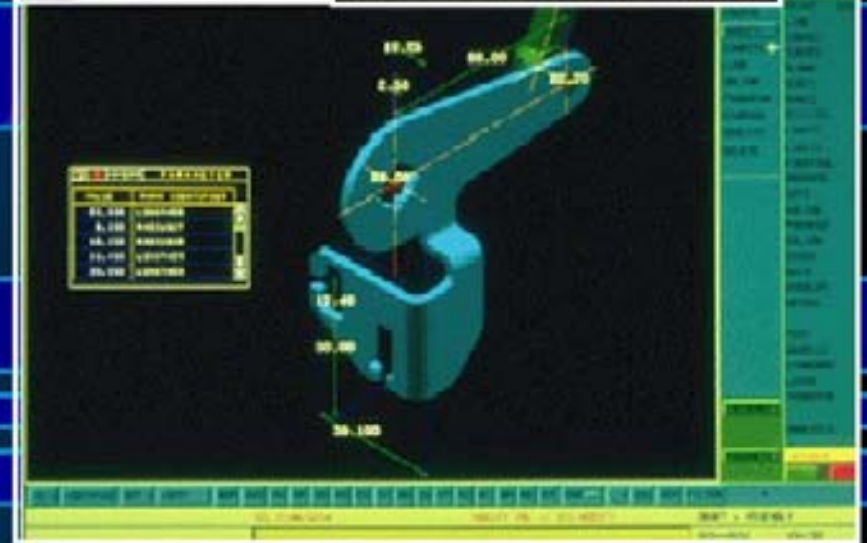
VALUE

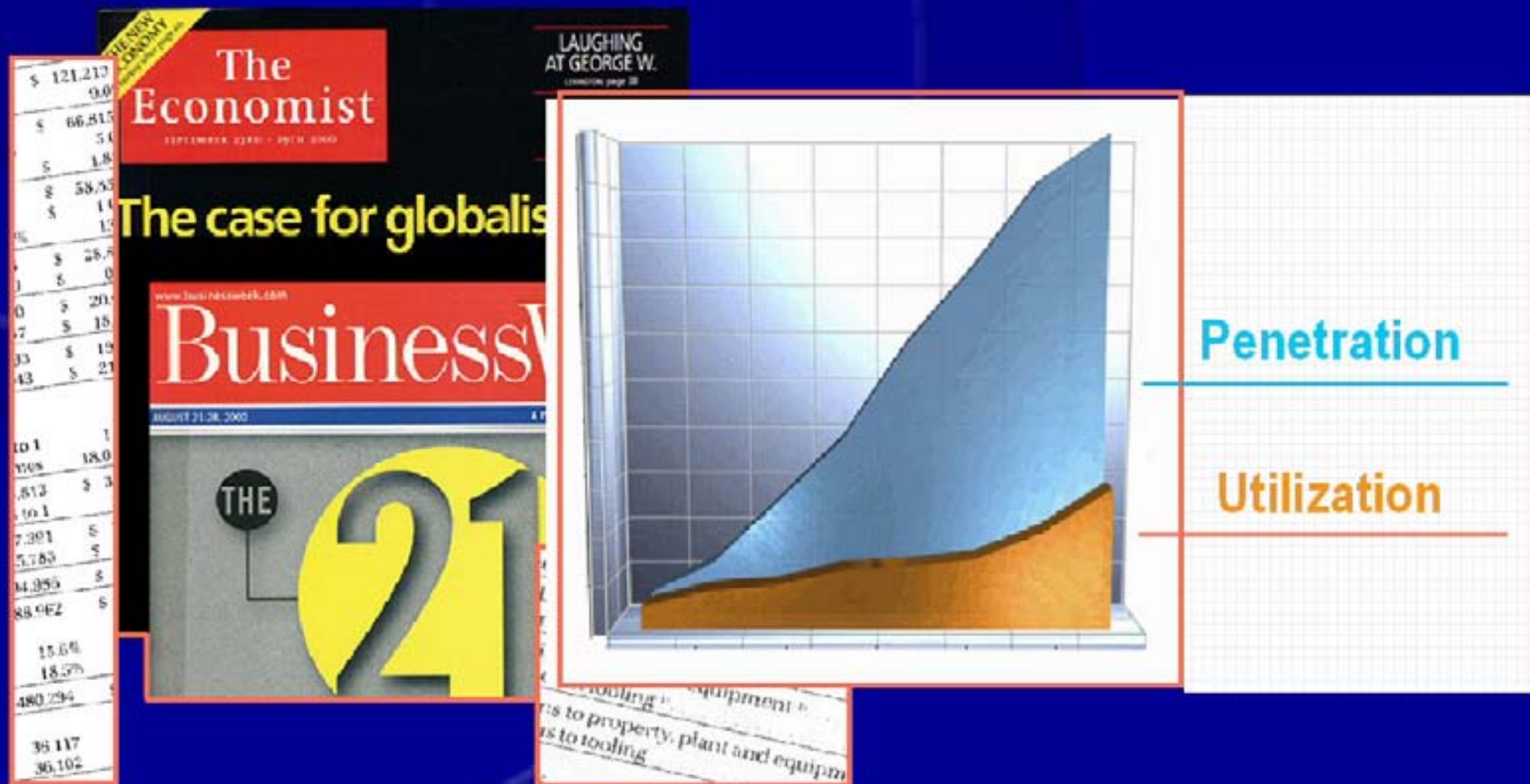
Maintain industry leadership in delivering state-of-the-art aircraft for consumer/military use.



IBM CONTRIBUTION

Team with 18-year partner, Dassault Systems to deliver CATIA and ENOVIA solutions.





Re-engineering the Corporation



Business Innovation

World's largest services organization



Experienced consultants



Worldwide customers

IBM

Next Generation e-business

@
e-business