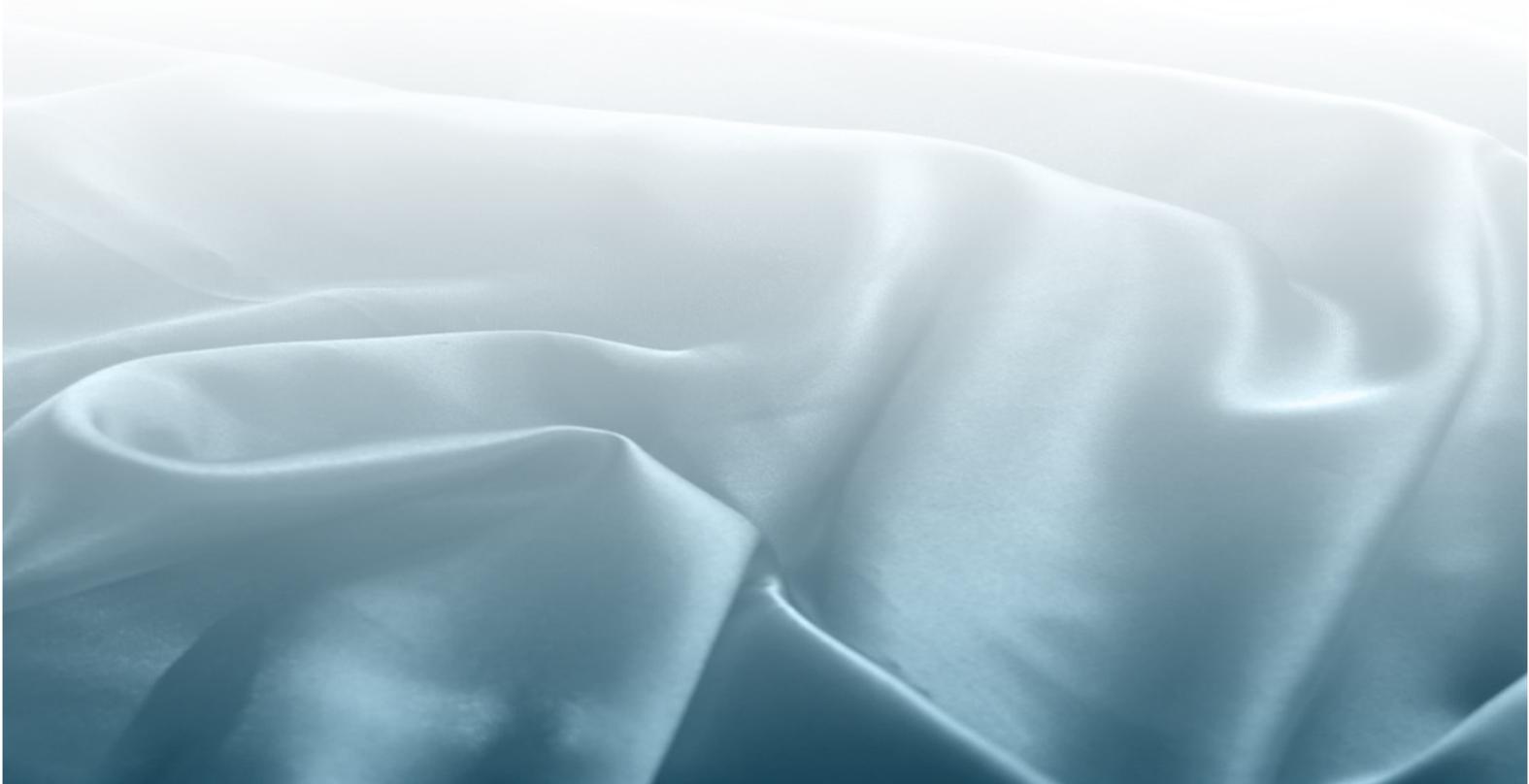# MEA
2010
MARKETING EXCELLENCE
Awards Presented by ITSMA

Finalists

Developing and Launching New Offerings

Capgemini

Capgemini's Quality Blueprint Global Marketing Program

With a rich array of sales enablement assets tailored for financial services customers, Capgemini's Quality Blueprint is a testing program designed to transcend alignment and execution issues inherent across business units and regions, package complex service offerings with highly relevant and differentiated marketing messages, and expand existing account footprints by leveraging a new wedge offering to generate larger testing sales.

Capgemini's differentiated packaging includes sales toolkits, sales training, e-marketing and telesales, external events, analyst and public relations programs, along with a marquee piece of thought leadership, the Financial Services World Quality Report, developed by Capgemini, HP, and Sogeti.

For more information, visit www.capgemini.com/fstesting.

Cisco Systems

Borderless Access Launch

Cisco has created a next-generation architecture called Borderless Networks to deliver a new workplace experience where people can communicate with anyone, anywhere, using any resource. Cisco introduced new products, IT-service innovations, and professional services as part of the architecture through the Borderless Access launch.

The launch successfully delivered on Cisco's vision to have analysts and the press acknowledge that Cisco is best-positioned to deliver the core networking technologies that will bring the next generation Internet to life. In addition, the launch elevated awareness of the value of Cisco and partner services, and reinforced Cisco's leadership position in professional services.

For more information, visit www.cisco.com/go/borderless.

CSC

Enterprise Compliance and Sustainability

CSC's Enterprise Compliance and Sustainability (EC&S) solution was developed in collaboration with one of the company's most strategic clients. This global solution helps industry executives address multiple regulatory compliance mandates, while creating competitive advantage, streamlining costs, and reducing the risks associated with implementing numerous enterprise-wide programs. EC&S is offered as a managed service, to minimize capital investment and ease transition for customers to the mandated reporting environment.

CSC created an integrated marketing program to launch EC&S that included thought leadership, partner marketing, analyst and media relations, industry affiliations, digital campaigns, and key sponsorships of industry events.

For more information, visit www.csc.com/sustainable_compliance.

IBM Corporation

Business Analytics and Optimization Services

In April 2009, IBM Global Business Services launched Business Analytics and Optimization Services (BAO) to help clients make better decisions by harnessing the exploding volume, velocity, and variety of information. IBM Global Business Services' consulting practice—in collaboration with Marketing and Communications—leveraged IBM Research and technology to build a portfolio of more than 100 BAO solutions.

Through an innovative offering launch, more than 4,000 consultants were armed with thought leadership studies, advertising, events, and interactive and social media tactics. Seven Analytics Solution Centers worldwide now support client co-creation. Ultimately, Marketing's efforts defined and demonstrated BAO's value, engaged the public, and positioned IBM as the BAO industry leader.

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Enabling Sales

Avaya

While You Were Sleeping 2.0

Avaya Global Services has award-winning diagnostic and resolution tools and teams that resolve 99% of customer troubles remotely. Because so much value is created remotely in Avaya's support offerings, customers often don't see hard evidence of the value of their maintenance dollar. That's why Avaya created the "While You Were Sleeping 2.0" report.

This report provides customers with actual metrics for the monetized value of their maintenance, response, resolution, performance, customer satisfaction scores, web services usage, and more. Proving this value to customers will result in protecting $500 million in revenue annually, and will create up-selling opportunities of $33 million.

For more information, visit http://support.avaya.com and click on "What's New."

Cisco, HP, and SAP

No summary provided.

Microsoft

Enabling the Cloud for the Microsoft Partner Channel: Quickstart for Online Services

Cloud computing introduced an exciting transformation not only in the way consumers use software, but also in how companies distribute and sell it. As a company founded on traditional on-premises software, Microsoft's channel infrastructure was not designed for the new needs of partners selling Cloud Services.

The solution was "Quickstart for Online Services," a new onboarding, training, and support program for Microsoft's channel of 600,000 partners. Quickstart enabled the rapid adoption of new Cloud Services initiatives and created scalable communications engines for partners and products. Today, Quickstart is seen as the standard for current and future Cloud Services communications.

For more information, visit www.quickstartonlineservices.com or www.microsoft.com/online.

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Lead Generation, Management, & Measurement

BT

Global Key Account Marketing Live

BT Global Services has designed "KAM Live" to provide real-time news, data, and compelling insight to the account managers of 120 of BT's top multinational accounts every 24 hours—helping them to better understand and serve their customers.

Forced to innovate during the downturn, BT Global Services designed KAM Live to automate and accelerate what had been a slow and manual research process, and provide valuable information from multiple sources to the right people at the right time. As a result, KAM Live is helping BT Global Services improve customer relationships, increase its pipeline, and shorten the sales cycle.

Cognizant

Book a Meeting with Cognizant

Field marketing was charged with building awareness of Cognizant among IT executives with 10 "must-win" accounts for the Banking & Financial Services practice, and motivating them to meet with Cognizant's Account Executives. The resulting "Book a Meeting" campaign featured elegant book-in-a-box mailers sent to 200 select executives at these accounts, and complementary emails reaching 950 influencers.

As a result of the campaign, Cognizant's Account Executives scheduled 22 meetings (11% contact-to-meeting conversion), generated three opportunities ($1M+ in pipeline revenue), and closed one sale (six-figure contract value). The campaign also influenced a $180M contract. UK and APAC marketing have re-purposed the campaign for their markets, and have realized comparable results.

Hewlett-Packard Corporation

HP Technology Services Global Campaigns Integrated Marketing Model

HP Technology Services developed an integrated marketing model that quadrupled demand-generation campaign response rates, increased marketing's pipeline contribution share by 50%, and improved the closed/won conversion rate for marketing-generated leads by 37%.

The model aligns the entire Technology Services marketing organization—at the worldwide, region, and country levels—behind four high-growth services initiatives. Its innovative go-to-market campaign approach integrates sales enablement, sales training, analyst and public relations, and demand generation activities through comprehensive end-to-end plans. In-depth market and customer analysis, pre-launch ROI assessments, and campaign metrics dashboards are also key elements for optimizing results.

TriZetto

TriZetto's Campaign Central: a Holistic and Hierarchical Approach to Lead Generation and Lead Nurture

With its Campaign Central platform, TriZetto transformed the concept of a "sales lead" into an individualized game plan for shepherding a potential customer through a long and variable sales cycle. Working with Astir Analytics, TriZetto built a flexible environment for capturing, tracking, and nurturing leads across dozens of marketing campaigns, events, product lines, and even client companies. This gives TriZetto a holistic, dashboard-level view of its entire sales funnel at all times, with drill-down visibility into each lead, and the ability to customize contact individually—while tracking the results of each campaign in detail.

For more information, visit www.trizetto.com.

IBM: No summary provided.

Marketing with Social Media

Accenture

Accenture Corporate Twitter Feed

During 2009, Accenture developed a Twitter feed of the company's news and exclusive insights into how leading companies consistently are able to outperform their competition. Today, the feed is delivering information about Accenture to more than 14,000 followers. The feed—available at www.twitter.com/accenture—has enabled Accenture to greatly expand the reach of its research at a minimal incremental cost. Additionally, the feed allows Accenture to demonstrate its mastery of the medium to a core audience that is just beginning to adopt and use the channel.

For more information, visit www.twitter.com/accenture.

IBM India

CFO Connect through Social Media

The IBM CFO Connect through Social Media was piloted in India to position IBM as a thought leader among the Indian Chief Financial Officer (CFO) community, build new relationships, and create a trusting dialogue leading to new opportunities to solve client CFOs' most pressing issues.

IBM India's CFO, Robert Parker, teamed with marketing to jumpstart existing programs and engage with more than 380 of India's top CFOs in less than a year. Leveraging social media channels such as LinkedIn, Twitter, and blogging, Robert is now host to LinkedIn's largest CFO community and a sought-after expert who tops unpaid search lists for CFO issues in India.

IBM Corporation

infoBOOM Social Interaction Community

IBM's infoBOOM is a social marketing community for business and information technology professionals. It was created to forge stronger connections between IBM and small and midsize businesses, as well as for clients and industry influencers to connect with one another.

IBM sees small and midsize businesses as the engines of today's smarter planet. They are thirsty for information and real-time access to content, industry insights, and subject matter experts to help them solve problems and fuel future growth. They are also looking to increase their online relationships, social presence, and influence in a virtual "watering hole" environment. With steady growth in traffic, commentary, registered users, and country-focused infoBOOM deployments, IBM finds that the social web is a highly effective way to reach thousands of potential clients around the world.

For more information, visit www.theinfoboom.com.

Zocalo/Schawk: No summary provided.

TELUS

TELUS Reinvents the B2B Marcomm Model by Embracing Social Media and Marketing/Sales Automation

Faced with the challenge of connecting with its busy business customers, TELUS Business Solutions launched an innovative social media strategy designed to engage customers and encourage dialogue. Businesses can come together, exchange ideas, and gather expert advice at www.telustalksbusiness.com. The site's architecture allows TELUS to deliver a stream of detailed customer profiles to its sales team, helping them to identify and pursue qualified sales leads.

With this strategy, TELUS not only became one of the first Canadian B2B telecommunication companies to successfully implement a demand generation strategy leveraging social media and marketing/sales automation, but also surpassed its objective and reduced cost per lead by 30%.

For more information, visit www.telustalksbusiness.com.

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Thought Leadership Marketing

Avanade

Bringing Business Value out of the Cloud

Avanade built a thought leadership program rooted in original global research to generate awareness for the firm's views on technology trends affecting global organizations. It was critical to reach and educate IT decision makers with credible, peer-based findings across multiple industries.

To Avanade's knowledge, no other technology company has researched cloud computing in a quantifiable way with such a large number of highly qualified respondents. Avanade announced the findings in a coordinated effort across 17 countries, supported with press coverage, customer and industry events, and marketing campaigns. The industry hailed Avanade's study as the first quantifiable evidence of cloud adoption.

For more information, visit http://www.avanade.com/en-us/ approach/research/Pages/homepage-promo-landing.aspx.

GE Healthcare

Taking Thought Leadership to The Next Level

Performance Solutions, a healthcare consulting business within GE Healthcare, wanted to raise its awareness and credibility among hospital C-suite executives. The group created a robust thought-leadership marketing strategy built around marketable personalities, proprietary content, and multi-touch distribution.

Central to the strategy is a non-commercial website—www. nextlevel.gehealthcare.com—which offers insightful and provocative commentary on key healthcare issues. With blogs, white papers, educational videos, case studies, polling, and other "dialogue openers," this thought leadership site has already opened the door for meaningful contact with the target audience while becoming a model for customer-centric digital marketing within GE.

For more information, visit www.nextlevel.gehealthcare.com.

IAG Consulting

Achieving a Big Industry Footprint on a Small Company Budget

The vast majority of services companies are not Goliaths; they are small and midsized businesses struggling to grow—and to do it profitably. Every small or midsized company has hidden gems of knowledge that can be leveraged to drive interest and opportunity.

This case study talks about what is possible, and required, if an organization wants to push the boundaries of thought leadership marketing and use it to drive sustainable growth. Marketing spending does not always have to be Goliath to get Goliath results.

For more information, visit www.iag.biz.

IBM Corporation

IBM SmarterCities

In June 2009, IBM convened the first SmarterCities event with senior government and business leaders, examining how to spur economic development, modernize infrastructures, and transform cities. This started the movement to position IBM as the leader in delivering solutions and understanding the interconnected system of systems in which cities operate.

The global SmarterCities marketing strategy included a 360-degree set of tactics demonstrating how IBM makes SmarterCities real for clients through repeatable solutions, references, case studies, and content co-created with clients. By the end of 2010, SmarterCities events will reach 20,000 senior leaders from more than 300 cities and 70 countries.

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Thought Leadership Marketing

Wipro

Thought Leadership Marketing at Wipro

When customers' expectations of service providers moves from just quality service to expertise in combating pressurizing market forces, marketing needs to move from traditional techniques to alternative approaches that result in top-of-the-mind recall.

The Wipro Council for Industry Research aims to strengthen brand image through thought leadership marketing, which facilitates collaboration between Wipro, industry bodies, academia, and analysts. The Council studies potential market trends and equips organizations with insights that facilitate their IT and business strategy. This is a pioneering initiative by an Indian firm, which focuses on addressing the business issues of customers through market research, case studies, symposiums, roundtables, positioning papers, and more.

For more information, visit www.wipro.com/industryresearch.

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