Success sells — and there's no better reason to participate in the IBM Client Reference Program. This worldwide initiative helps you promote your IBM-based solutions, uncover new opportunities and extend your reach — and sales — to new audiences and new markets everywhere.

It's a well-known fact that client references and case studies are among the most effective marketing tools to promote solutions and demonstrate value. In a recent IBM Sales Value Survey, 80 percent of IBM sellers said that client references are their most important asset. Prospective clients can learn from the challenges your existing customers faced and see precisely how you helped resolve these issues. It's a powerful endorsement of your skills, savvy and the value you delivered.

Why participate?

Why participate?

- Increase your visibility
- Generate demand for your solutions
- Earn points to achieve higher levels in PartnerWorld and receive valuable new benefits
- Accelerate your sales cycle
- Showcase value, skills and savvy
- Demonstrate the strength of your connection with IBM
- Heighten credibility
- Strengthen client relationships by broadening the client's marketplace exposure and promoting client's success
- Facilitate future business by promoting successful implementations

Generate demand for your solution

When you submit online client references through IBM PartnerWorld, key details describing the successful implementation of your winning solutions are featured in a worldwide database that's mined daily by thousands of IBM sales representatives and IBM Business Partners around the world.

References showcasing solutions delivered to clients across any industry, to small and mid-market businesses and other organizations, as well as sales win-backs make compelling content — and give you the most visibility in IBM and among other IBM Business Partners.

Think about all of the exposure your solution can receive. Your visibility is increased instantly and sales opportunities can grow exponentially. And, your solution may be profiled in a full-color, two-page case study brochure IBM will create at no charge to you. It's yours to use in sales calls, at trade shows and on your Web site, and is widely promoted through the ibm.com® Web site.
**Smarter Planet**

Any solution you implement can serve as a client reference, especially ones that focus on key opportunity areas:

- Smarter Computing
- Solutions for a Smarter Business
- Smarter Commerce
- IBM Global Financing

Moreover, you can submit Smarter Planet references showcasing the intelligence infused into systems and processes that make the world work. These references illustrate a business view that highlights new insights, business actions and decisions, and true outcomes based on real, measurable results.

Each smarter planet reference demonstrates how our planet is becoming more intelligent, instrumented and interconnected — What we call the three Is — and how it’s happening through your IBM-based solutions. In fact, smarter planet references must contain a strong presence of IBM software and exhibit characteristics of all three Is: Instrumented, Interconnected, Intelligent.

Smarter Planet references are reviewed for consideration to showcase in IBM marketing activities, including print, online advertising, at events and on IBM web pages. Keep in mind, these submissions go through rigorous validation. Not all references are developed as a marketing asset.

---

**Submitting a high-quality reference**

As you consider the contents of your reference submission, think about the details you would want in a reference:

- Include a clear description of the client and their business problem along with how your solution addressed their challenges, and the results realized
- Be sure to identify all IBM offerings and describe how each plays a role in the solution
- Include quantitative benefits with such examples of cost savings, ROI and productivity improvements

Each client reference must be validated every 12 months. Reference contacts are required to confirm that the client remains willing to be a reference and that the content of the reference is accurate.

---

**“The case study shows proof of our relationship with IBM and of the complexity of the solution we provided. It lends credibility to our claims — prospects can relate and know that if one client can experience such good results, then so can they.”**

Maria Antornia Hernandez, marketing manager, GeneXus USA

---

**Easy as 1-2-3**

Submitting a reference is as easy as filling out an online form available through IBM PartnerWorld. Once your client has agreed to be a reference, just answer a few questions about your IBM-based solution and you are on your way to being published.

Verified references earn points that enable you to achieve higher levels of participation in PartnerWorld. As you ascend, you can receive greater support and more valuable benefits that help you drive demand for your solutions.

**What to submit?**

If you have a solution that’s already implemented — and includes IBM hardware, software or services — get the word out through the IBM Client Reference Database. You can submit solutions that have resulted from your collaboration with other IBM Business Partners, too. Up to three partners can be featured in a single reference.

Get started today. Go to [ibm.com/partnerworld/references](http://ibm.com/partnerworld/references) to submit a client reference or to learn more about the program.