

## INPUT TEMPLATE

### Solution Brief, Overview Slide, Web Production and Web Summary SMB Solutions

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
<b>Benefit Statement</b> (Eyebrow) [Teaser]	Limit - 100 Actual -	X	X	X	The right products at the right time.
<b>Title/Headline</b> (Module Name) [ModuleTitle]	Limit - 70 Actual -	X	X	X	Supply Chain Management solutions from IBM
<b>1<sup>st</sup> Image Name</b> (Main Image)					
<b>1<sup>st</sup> Image Caption</b>					
<b>2<sup>nd</sup> Image Name</b> (if needed)					
<b>2<sup>nd</sup> Image Caption</b> (if needed)					
<b>3<sup>rd</sup> Image Name</b> (if needed)					
<b>3<sup>rd</sup> Image Caption</b> (if needed)					

<b>Quote No. 1 (Optional)</b>  <b>GUIDANCE:</b> Limit is 180 characters including attribution information)	Limit - 180		X		
<b>Quote No. 2 (Optional)</b>	Limit - 180		X		

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
<b>Highlights</b>	Limit – 10	X	X	X	<b>Highlights</b>
<b>Highlights (Bullets)</b>	Limit - 300	X	X	X	

<p>List 3 of the most important highlights of this product</p> <p>[BulletStyle1 Table]</p>					<ul style="list-style-type: none"> <li>• <b>Stabilize</b> your supply and demand operations with supply chain management solutions from IBM and its Business Partners.</li> <li>• <b>Optimize</b> your supply chain processes to lower inventory costs and maximize resources. Watch customer service levels, and profits, grow.</li> <li>• <b>Capitalize</b> on all the benefits of strategic execution, such as a quick response to demand shifts, warehousing and transportation flexibility, supply chain reliability, and lower costs.</li> </ul>
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<p><b>Introduction Content -</b></p> <p><b>GUIDANCE:</b> This is the 1<sup>st</sup> Paragraph in the Solution Brief and the Overview Paragraph in the Overview Slide. It is also the first paragraph on the Web page. It should be optimized for searchability by using key words/phrases.</p> <p>Please use Bold, Italics and regular face where appropriate</p> <p>(TextHead1) (TextStyle1)</p>	<p>Limit – 400 Char. w/spaces</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>Having your product in the right place at the right time isn't luck; it's strategy. And with rising market uncertainty, you need a flexible model for balancing supply and demand: Supply chain management solutions from IBM. Our Sales and operations planning solutions offer your business the coordination and efficiency to respond to global changes, fast. Let supply chain planning empower you.</p>
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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<p>Web Header</p>			<p>X</p>		<p>Business challenges</p>
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<p><b>Business challenges - introduction</b></p> <p><b>GUIDANCE:</b> 5 to 10 sentences. Use bullets where possible. This section highlights the business challenges that the solution addresses. Use key words/phrases where appropriate for searchability.</p> <p>Please use Bold, Italics and regular face where appropriate</p> <p>(TextHead1) (TextStyle1)</p>	<p>Limit - Varies</p>	<p>X</p>	<p>X</p>	<p>While new markets and globalization present daily challenges, some things never change. Your profits and your customers' satisfaction are still threatened by primary supply planning issues.</p> <ul style="list-style-type: none"> <li>• <b>Too little inventory.</b> You can't sell what you don't have.</li> <li>• <b>Too much inventory.</b> You can't compete if your overstocked and out-of-style.</li> <li>• <b>Bad timing.</b> The wrong products at the wrong time don't sell.</li> </ul> <p>Before your product even gets to the market, chunks of profit can be eaten up by inefficient supply chain execution. Superfluous or inconsistent procedures create bottlenecks, increase costs and slow down product delivery. And it's worse if your margins were narrow to begin with. There's several ways revenue can be lost.</p> <ul style="list-style-type: none"> <li>• <b>Mistakes</b> in order placement. Filling a wrong order wastes everyone's time.</li> <li>• <b>Missing</b> items. Products lost in the warehouse mean lost productivity.</li> <li>• <b>Misapplied</b> warehouse resources. Don't overload, underutilize or disorganize people, equipment or space.</li> </ul>
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<p><b>Solution Brief Content - Business challenges - CONTINUATION</b></p> <p><b>GUIDANCE:</b> Please use Bold, Italics and regular face where appropriate</p> <p>(TextHead1) (TextStyle1)</p>	<p>Limit - Varies</p>	<p>X</p>	<p>Globalized sourcing and marketing. Environmental concerns. Supply chain disruptions. Rising customer expectations. If you think the supply and demand landscape just gets more and more uncertain, you're not alone. In order to meet growing challenges, there are several questions about supply chain planning and execution to consider.</p> <p>What quirky, logistical bottlenecks grow into barriers between customers and products?</p> <ul style="list-style-type: none"> <li>• <b>You need</b> visibility of the supply chain and its operations to spot inefficient oversights and knock them out—along with impacted sales.</li> </ul> <p>What are the weakest points in distribution and how can slow, ineffective or extra steps transform into cost-saving opportunities?</p> <ul style="list-style-type: none"> <li>• <b>You need</b> executable, optimized operations to speed products to the market without wasteful expense.</li> </ul> <p>How can a procedure become standardized while working with different cultures, time zones and customary practices?</p> <ul style="list-style-type: none"> <li>• <b>You need</b> planning and holistic management to bring people together from all sections of the supply chain and get communication flowing.</li> </ul> <p>While the international supply chain has no boundaries, so do its complications. You need dependable answers, and understanding the implications of market trends takes experience. Most of all, you need supply chain management with innovation, the power take to shape your industry's future as a leader.</p>
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
<b>Web Header</b>			X		<b>IBM Advantage</b>
<p><b>Advantage statement - Introduction</b></p> <p><b>GUIDANCE:</b> 5 to 10 sentences. Use bullets where possible. This section describes the advantages of IBM and the IBM solution – how the solution solves customer issues. Use key words/phrases where appropriate for searchability.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X	X		<p>At IBM, we understand that if you're in the wholesale distribution industry you're up against plenty of challenges. We know you deal with complex industry dynamics and market pressures every day because we've dealt with them, too. Our company was founded in 1889, so we've had over a hundred years to learn what works and what doesn't.</p> <p>Our supply chain management (SCM) solutions give you comprehensive answers for managing and anticipating changes in supply and demand. We'll match your requirements with the perfect solutions for your needs—no matter who the vendor. You'll attain the visibility to spot problem areas before they impact sales, cut costs and optimize resources. Track merchandise through every point in the supply chain, from design to distribution. With demand forecasting you'll save warehouse space and revenue by only stocking inventory that sells. Our solutions address the needs of your individual business, no matter how varied. Let our experienced, strategic supply chain planning and execution give you the competitive edge on wholesale distribution. That's the IBM advantage.</p>
<p><b>Solution Brief Content - Advantage statement - CONTINUATION</b></p> <p><b>GUIDANCE:</b> Please use Bold, Italics and regular face where appropriate</p>		X			<p>When you're looking for new ideas in the wholesale distribution industry, come to the innovators. We'll help you solve the many challenges the market can throw at your supply chain by implementing solid operations. With our savvy insider solutions, you'll know what to stock, where to find it, and how to get it out on time. And when the unexpected does show up, you'll be ready.</p> <p>SCM solutions from IBM mean many opportunities to gain the industry advantage.</p> <ul style="list-style-type: none"> <li>• Asset Management</li> <li>• Logistics</li> <li>• Procurement</li> <li>• Product Lifecycle Management</li> <li>• Sales &amp; Operations Planning</li> <li>• Supply Chain Enterprise Applications</li> <li>• Supply chain execution</li> <li>• Supply chain planning</li> </ul>

					<p>Answers that work take vision, innovation, flexibility and most of all, people. It takes vision and skill to manage a complex chain of distributors and sources in markets worldwide—and to develop dependable relationships with each. Our approach uses innovation to go beyond simple trend watching to invention; invention of new ways for logistics, technology and consulting to solve tomorrow’s problems. And once our SCM solutions have been implemented, you’ll watch your business evolve with flexibility; the power to respond intelligently to change.</p> <p>We understand how much people matter. Collaboration between supply chain operators and management can mean the success or failure of an enterprise. Let us share our own methods for helping people work together. When you see the increased reliability of shipments and deliveries, you’ll see the IBM advantage reflected in balance sheets.</p> <p>It’s your company’s turn to shape the future of the wholesale distribution industry. After all, isn’t that what being an innovator’s all about?</p>
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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Web Header			X		Features and benefits
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<p><b>Solution features and benefits - overview</b></p> <p><b>GUIDANCE:</b> 5 to 10 sentences. Describe the solution itself with specific key features and their benefit to the customer. Use key words/phrases where appropriate for searchability.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X	X		<p>When stakeholders and customers are counting on you, you can count on us. With the timeliest, most cost-effective strategies in the wholesale distribution industry, our supply chain planning and execution solutions get it right the first time.</p> <p>SCM solutions from IBM offer your business the flexibility, coordination and knowledge to respond to market changes effectively. By reducing inventory and shifting focus to actual customer demand-pull, you’ll only produce and stock what people actually want to buy. At the moment when demand is highest, your product can be primed to jump onto shelves, giving retailers the stock they need to achieve record-breaking sales. In those rare, random moments when market conditions are perfect, superior supply chain planning and execution will maximize your sales opportunities. And that means delighting customers and stakeholders, alike.</p>
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Web Content - Solution features and benefits – tab/page			X		
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<p><b>introduction</b></p> <p><b>GUIDANCE:</b> One or two brief sentences that can link the sections below back to the overview section. This paragraph would be used to introduce each web page before the content for each section.</p>				<p>SCM solutions position the right products at the right time. Your product's time has come.</p>
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**Features and benefits – main solution copy.**

**IMPORTANT NOTE: Copy the three table rows below (A, B and C) for each section of the features and benefits content.**

The content should be written so that each of the “C” sections flow together for the PDF solution brief narrative. The sections “B” can be used to introduce the “C” content on web pages.

Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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<p><b>Solution Brief Content - A. Solution features and benefits – section title</b></p> <p><b>GUIDANCE:</b> One to three word title for the section (same title as the section in the introductory copy.)</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X	X		<p>Plan on innovation</p>
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<p><b>Solution Web Content - B. Solution features and benefits – section intro</b></p> <p><b>OPTIONAL</b></p> <p><b>GUIDANCE:</b> Introduce the section for the Web, if necessary.</p> <p>Please use Bold, Italics and regular face where appropriate</p>			X		<p>If you're in the wholesale distribution industry, dead stock is dead weight. But by predicting demand and adjusting supply, problems such as overstock and understock can be eliminated. With our supply chain planning, you'll have all the tools you need to do just that. You'll get experienced help and cutting-edge technology to manage supply and demand throughout your supply chain, making it more reliable, responsive, and cost-effective. Forecast and demand planning helps you choose the next big seller by knowing what products will sell, when, and how many customers to expect at the point of sale. Put an end to too much or cluttered inventory with a supply chain optimized to meet your customers' needs.</p>
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<p><b>Solution Brief Content - C. Solution features and</b></p>		X	X		
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<p><b>benefits – content section</b></p> <p><b>GUIDANCE:</b> Each section will describe a key feature and its benefits in detail.</p> <p>Please use Bold, Italics and regular face where appropriate</p>					<p>Sales and operations planning (S&amp;OP) is a key method of our solution. It brings about a standardized supply chain structure that’s demand-driven, allowing a business model where products are “pulled” by the actual demand of consumers. This planning system features a connected S&amp;OP process from suppliers and sources all the way to sales and marketing, an engaged governance model, and collaborative planning with chain operators. It all adds up to decision making based on the savvy combination of real world knowledge and teamwork.</p> <p>As always, our solutions include powerful technology. As an award-winning team, IBM and Manhattan Associates, JDA bring you a wide variety of tools that quantify and track changes in market and inventory. We’ll show you how user friendly software options can track all the information on supply and demand changes, so you can make smart decisions. This includes customized installation, implementation and ongoing consulting.</p> <p>Finally, Enterprise resource planning (ERP) brings you even more solutions. If it seems that some departments have a “monopoly” on information, not everyone’s informed of company objectives, or you’re drowning in paperwork, it’s time to re-evaluate. An ERP solution from IBM integrates information such as customer, inventory or purchasing details into a single, accessible source. Based on industry best practices, it’s a guide that makes information and procedures uniform company-wide. Cross departmental lines and increase collaboration, productivity and efficiency. Automate operations and track orders from manufacture to delivery. With an ERP solution and supply chain planning, you’re ready to become an industry leader, no matter what challenges the market brings.</p>
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
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<p><b>Solution Brief Content - A. Solution features and benefits – section title</b></p> <p><b>GUIDANCE:</b> One to three word title for the section (same title as the section in the introductory copy.)</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X	X		Putting it together
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<p><b>Solution Web Content - B. Solution features and benefits – section intro</b></p> <p><b>OPTIONAL</b></p> <p><b>GUIDANCE:</b> Introduce the section for the Web, if necessary.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X	<p>It all comes together with supply chain execution. With a detailed blueprint outlining optimized operations, it's time to make it work. We're with you during every step of implementation, whether it's answering questions or supporting software. With a high-performance supply chain, you'll be able to place an order, set a delivery date with a shorter lead time, pack and ship effectively and place inventory based on accurate demand predictions. We'll help you monitor the supply chain and verify its performance with metrics and analysis. We can even help you source and procure high-quality, lower cost goods. It all adds up to a responsive, adaptive, lean distribution system.</p>
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<p><b>Solution Brief Content - C. Solution features and benefits – content section</b></p> <p><b>GUIDANCE:</b> Each section will describe a key feature and its benefits in detail.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X X	<p>Are your operations leaking overhead from hidden cracks? Having insight means knowing exactly where to look. By implementing changes that increase visibility, cost loopholes can be patched with quantifiable results. Or, optimize further to speed up order and delivery times and increase customer service levels with lower margins of error. And when you need to improve the design, build or maintenance of products with shorter and more solvent development cycles, don't forget to ask us about product lifecycle management.</p> <p>And let's talk about logistics. Our supply chain execution solutions include technological advancements in warehousing, transportation, and even reverse logistics. Get help maximizing warehouse space to keep inventory organized and accessible. And for the tools you use every day, we have asset management solutions that follow the location and upkeep needs of every item your business can't function without. From source to warehouse to delivery, you'll get the information you need to integrate logistics so operations run smoothly.</p> <p>Are you looking for technology to improve your supply chain execution? Our partnerships with Independent Software Vendors (ISVs) bring you well supported, specialized software for IBM products. Sistema Logistics and Manhattan Associates, JDA each make advanced systems that continually redefine industry standards. Longstanding relationships mean our experienced Business Partners' products have comprehensive integration with IBM systems. In fact, every aspect of our supply chain execution solutions are comprehensive. Person by person, piece by piece, just wait and see—it all comes together.</p>
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Element Name	Character Count	Solution Brief	Web Prod	Overview Slide	
<p><b>Solution Brief Content - Solution brief conclusion</b></p> <p><b>GUIDANCE:</b> Wrap up the content for the solution brief. You will likely repeat key high level features, benefits and IBM advantages in the context of customer needs.</p> <p>Please use Bold, Italics and regular face where appropriate</p>		X			<p>Supply chain management solutions from IBM have two main components; Supply chain planning and supply chain execution. Planning solutions balance supply and demand with predictive demand forecasting, and by shifting emphasis to customer-sided demand. It “pulls” production of desired products, as opposed to outdated methods that “push” inventory onto consumers. Marketing efforts are amplified when time’s no longer wasted generating demand for mass-produced items consumers show little interest in. Our planning solutions feature sales and operations planning, enterprise resource planning, and advanced software answers from Manhattan Associates, JDA.</p> <p>Next, supply chain execution gets it done right. A clear picture of consumer demand is supported and fulfilled by an optimized supply chain. It delivers the product accurately, on time and without creating unnecessary costs. From sourcing, to production, to transport, to the warehouse, and to the market, we’ll help you locate and correct the problems that lose efficiency and recourses, adding visibility. We can also assist behind the scenes with procurement, logistics, and asset management. The result is a healthy supply chain ready to respond to sudden changes in the market or in supply, no matter how many international components it has. Our execution answers include technology customized for IBM by our expert Business Partners, Manhattan Associates, JDA and Sistema Logistics.</p> <p>At IBM, we know the wholesale distribution industry and its challenges from every angle. We have the knowledge to help you succeed.</p>

<p><b>For More Information</b></p>	<p>Limit - Varies</p>	<p><b>X</b></p>	<p><b>X</b></p>	<p><b>For Only One URL – Use this one</b></p> <p><b>For more information</b> To learn more about (insert solution name here) please contact your IBM marketing representative or IBM Business Partner, or visit : <a href="http://ibm.com/NEEDURL">ibm.com/NEEDURL</a></p> <p><b>For Multiple URL's – Use this one</b></p> <p><b>For more information</b> To learn more about the (insert solution name here), please contact your IBM marketing representative or IBM Business Partner, or visit the following Web sites:</p> <ul style="list-style-type: none"> <li>● <a href="http://ibm.com/xxxxxx">ibm.com/xxxxxx</a></li> <li>● <a href="http://ibm.com/xxxxxx">ibm.com/xxxxxx</a></li> <li>● <a href="http://ibm.com/xxxxxx">ibm.com/xxxxxx</a></li> <li>● <a href="http://ibm.com/xxxxxx">ibm.com/xxxxxx</a></li> </ul>
<p><b>CONTACT INFORMATION</b></p> <p><b>Guidance:</b> Please enter the content owner(s) contact information for this offering; Content owner is likely the sponsor.</p>	<p>Limit Varies</p>	<p><b>X</b></p>	<p><b>X</b></p>	

**Trademarks and Legal (Solution Brief Only)**

Solution Brief	Overview Slide
X	

**GUIDANCE:** Please ensure content has been reviewed against trademark guidelines. Also, refer to <http://www.ibm.com/legal/copytrade.shtml>

**Character Limit - 1,500**

## **Footnotes**

**GUIDANCE:** Please use “**numeric**” characters.

Footnote No.	Footnote Text
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## **Document Number**

**GUIDANCE:** If you do not have a document number, please access the TeamSite DNRF to request your document number.

<b>Document Number – Solution Brief</b>	
<b>Document Number – Overview Slide</b>	

Element Name	Character Count	Web Summary	
<p><b>Web Summary (eLit Summary)</b></p> <p><b>GUIDANCE:</b> This content should be less than <b>285 characters</b> (including spaces) and should describe the product. The content will be used on the Print on Demand site and in the FRF Form. It will also be translated.</p>	<p>285 Characters with Spaces</p>	<p>X</p>	<p>Supply chain management solutions from IBM boost wholesale distribution operations by balancing supply and demand, forecasting demand, and focusing on customer-sided demand pull. Our supply chain planning gives you an efficient, flexible supply chain that delivers products, fast.</p>
<p><b>Keywords</b></p> <p><b>IMPORTANT:</b> Please contact <b>Debbie Wildgoose</b> at <i>Debbie Wildgoose/Raleigh/IBM@IBMUS</i> and <b>Laura Orban</b> at <i>Laura B Orban/New York/IBM@IBMUS</i> to ensure optimal keyword selection!</p> <p><b>GUIDANCE:</b> Keywords are what put your site ahead of the competition and creates dominance in search engine placement. Please type in the most relevant keywords for this project. Also, please make sure that some of these keywords are actually used in the Web Page Title, bolded areas on the web page and in links on your web page.</p>	<p><b>Limit - Varies</b></p>	<p>X</p>	<p>Supply chain management Supply chain planning Supply chain execution Supply chain logistics Supply chain optimization Supply chain asset management Global supply chain Sales and operations planning Enterprise resource planning Customer-sided demand Consumer-sided demand pull Demand forecasting Wholesale distribution management Wholesale distribution planning Manhattan Associates, JDA Sistema Logistics</p>