




## Input template – White Paper

**Overall template guidance:** See last page of input template for tips on how to fill out this template.

For the latest collection of IBM Image Expressions for your front cover—please click here: [http://w3.ibm.com/sales/ssi/fcgi-bin/ssialias?infotype=SA&subtype=ST&appname=CHQI\\_CO\\_CO\\_USEN&htmlfid=COI03024USEN&attachment=COI03024USEN.PDF](http://w3.ibm.com/sales/ssi/fcgi-bin/ssialias?infotype=SA&subtype=ST&appname=CHQI_CO_CO_USEN&htmlfid=COI03024USEN&attachment=COI03024USEN.PDF)

Element name	White Paper	Web Prod	Web Summary	Document number	
				White Paper (W) or Executive Summary (E) [5073]	GVW03029USEN-00
<b>Desired page count</b> (If known)				4	
<b>Title/headline</b> Thought Leadership - Limit 90 characters Technical or Exec Summary – Limit 75 characters Maximum of 3 lines in layout [ModuleTitle] [12213]	X			Cost takeout in the cloud	
<b>Subtitle or byline</b> (Optional) Limit 100 characters [ModuleSubTitle] [12214]				IBM cloud-based IT consolidation for the federal government	
<b>Business unit</b> – Select business unit unless not business unit specific. – Limit 55 characters  <i>Displays at top left corner of all pages.</i>  [Teaser] [12215]					IBM Systems and Technology
					IBM Software
					IBM Global Financing
					IBM Global Technology Services
					IBM Global Business Services
				X	IBM Sales and Distribution
					IBM Corporate Headquarters
	Enter other content here if not business unit specific.				
<b>Collateral type</b>  <i>Displays under business unit.</i>  [ShortTitle] [12216]					Thought Leadership White Paper 
				X	White Paper Executive Summary 
					Technical White Paper 
					Enter other content here if you do not want Thought Leadership White Paper, White Paper Executive Summary or Technical White Paper displayed on your layout (but still check the appropriate type of collateral above).
<b>Date or industry identifier</b> Date = month year or Industry identifier =(usually the major brand) [Cover_Teaser] [12217]	X			Federal government	
<b>Colorblock/imageblock</b> Enter file name of image from the IBM Image Expressions collection (see link above).	X				

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Element name	Collateral	Web Prod	Web Summary	
<b>Table of contents</b> – Required for Technical White Paper – Enter section names. – The page numbers will be inserted during layout – If no TOC is desired, you can enter Highlights or Overview content here  <a href="#">[TOCTable]</a> <a href="#">[12313] thru [12352]</a>				
<b>Inside image 1</b> (Optional) File name				
<b>Inside image 1</b> (Optional) Caption				
<b>Inside image 1</b> Alt text				
<b>Inside image 2</b> File name				
<b>Inside image 2</b> Caption				
<b>Inside image 2</b> Alt text				
<b>Inside image 3</b> File name				
<b>Inside image 3</b> Caption				
<b>Inside image 3</b> Alt text				
<b>Inside image 4</b> File name				
<b>Inside image 4</b> Caption				
<b>Inside image 4</b> Alt text				
<b>Comarketing logo</b> (Optional) <i>Displays at bottom left of legal page.</i>				
<b>Quote 1</b> (Optional) <b>Quote:</b> Limit 240 characters —Quote attribution  <a href="#">[Quote_Table]</a> <a href="#">[6384]</a>				
<b>Quote 2</b> <b>Quote:</b> Limit 240 characters —Quote attribution  <a href="#">[Quote_Table]</a> <a href="#">[6385]</a>				
<b>Quote 3</b> <b>Quote:</b> Limit 240 characters —Quote attribution  <a href="#">[Quote_Table]</a> <a href="#">[6386]</a>				



Government agencies can use cloud computing to consolidate servers and departments can consolidate data centers and move to one email system. With cloud, different department services, such as payroll applications, can be shared. These are just a few examples of how consolidating IT on the cloud can reduce costs. And, as costs decrease, the IT capabilities provided can increase significantly. Other benefits of consolidation on the cloud include decreased operational costs, a reduction in infrastructure and duplication, rapid deployment of new capabilities, improved data and content storage.

The result of consolidating on the cloud is an IT infrastructure that is faster, more secure and continually refreshed with the latest application versions and updates. Finding and using government data is greatly simplified because it is in open and standardized formats. Data is less prone to loss because the data backup processes in a cloud environment render the data much safer and focused cyber-security professionals provide real-time, 24x7 monitoring and protection.

Because your infrastructure and your data are more manageable, standardized and automated, the quality of service and performance of your IT infrastructure is improved. Your agency can do more with less resources, comply more easily with federal mandates and initiatives and, most importantly, meet federal deficit reduction targets.

#### **[L1] How to get started with IT consolidation on the cloud**

The process of consolidating IT on the cloud and getting it right begins with strategy, priorities, enterprise IT architecture and portfolio management. If you define a strategy, set clear priorities, define the IT architecture and establish an accurate IT portfolio baseline, you will be ready to engage in a major transition.

The second step is creating strategic goals and milestones for the transition. Well-defined milestones and metrics with frequent reviews will help keep the project team focused and leadership abreast of project status. This means having a clear understanding of your current infrastructure, a clear vision of how your future infrastructure will be delivered from the cloud and the steps it will take to get you from current to future state. While you are doing this, you still need for your agency to meet its mission. A discovery process that utilizes automated tools can help. Discovery of IT assets and their rationalization before executing a consolidation helps to minimize risk.

As you develop your strategies, plans and make your discovery, it is important to remember that consolidating IT on the cloud is a major project that is not without risk. Cost pressures, byzantine contracting rules, and other challenges can make even the most forward looking leader unsure about how to proceed. Therefore, it is important to select a vendor for the project that is experienced with federal government agencies, cloud and IT consolidation, and will work with your agency or department as a partner.

Such a partner can be a great source of information. In addition to telling you what you already know, this kind of partner is willing to tell you what you don't know. Because your partner has experience with all types of IT consolidation projects, they know where the pitfalls and bottlenecks might lie. They can help you understand potential problems, the complicating factors and the solutions, while providing a detailed technical architecture and configuration, service and support policies and a description of the enhancement process.

One solution provider meets all those requirements—IBM.

#### **[L1] IBM IT consolidation for the federal government—from the cloud**

Developing your cloud strategy, defining your service model, determining which workloads to migrate and understanding the capabilities required will maximize the benefits of moving to the cloud and ensure a smooth transition. IBM can help your federal agency evaluate resources and design and implement a dynamically scalable, virtualized, consolidated infrastructure from the cloud. IBM has also developed a robust portfolio of accelerator and diagnostic tools that can help federal agencies to identify which areas of their organization can and should be addressed to reduce spending and optimize costs. These tools also help agencies establish an action plan that will cut costs, improve service delivery and maximize value.

For example, the IBM® Cloud Computing Strategy Workshop one-day workshop can interactively guide your stakeholders through an understanding of cloud computing and how its capabilities can be best used to meet your business and IT needs. Using a unique cloud adoption framework and analytical tools, this workshop can help your agency, department or organization analyze your existing environment and determine the cloud computing model best suited for your IT consolidation project. IBM specialists help you identify the business areas and workloads that, when migrated to a cloud computing model, can enable you to reduce costs and improve service delivery in line with strategic priorities such as “Cloud First” and others. IBM can also engage with you to develop a detailed implementation

plan that guides your transition to a consolidated IT infrastructure on the cloud.

After your agency and IBM have established what you need to address in your consolidation initiative, IBM can then bring one of the industry’s leading portfolios of offerings and capabilities to the forefront to address the major obstacles standing in the way of sustainable cost savings and improved operational performance.

**[L1] Why IBM?**

IBM is the right choice for government agencies seeking to take significant costs out of IT by consolidating on the cloud. IBM understands both what you need to do and how to do it as they relate to reducing the cost of doing business and improving performance. Over the past five years, IBM has cut its own IT expenses in half and dramatically reduced its data center operations, resulting in a savings of up to 40 percent in operating expenses. And, over the past 10 years, IBM consolidated 30 different supply chains and restructured its supplier network while at the same time, eliminating \$25 billion in costs and improving supplier performance.

IBM’s very own internal cloud network, which serves more than 100,000 professionals and relies on industry-leading service management software, demonstrates our leadership in cloud technology. In addition, IBM has decades of experience working with the federal government. This experience has resulted in our in-depth knowledge of federal rules and regulations, including the 25-point implementation plan and the Cloud First policy. We have used this knowledge to develop the FISMA-compliant IBM Federal Community Cloud, which can be offered in a government-owned, contractor-operated facility with existing federal network access.

IBM has real world experience moving commercial and government clients into cloud environments. The IBM approach can provide the US government, it agencies, departments and organizations with the specificity needed to persuade the public that a serious performance improvement effort can yield material savings. Most importantly, IBM has identified specific operational functions that can be improved significantly through the adoption of commercial best practices in the consolidation of IT Infrastructure

**[L1] Conclusion**

There are opportunities for savings from cloud-based IT consolidation through efforts large and small, and at multiple levels of government. IBM cloud-based IT consolidation services can help your agency avoid significant capital investments while offering a flexible environment and assets to handle fluctuating needs. The time has never been better for the federal government to reap the benefits of lower cost, enhanced capabilities and improved performance.

Element name	Collateral	Web Prod	Web Summary	
<b>Header</b> [TextHead1] [12232]	X			<b>For more information</b>
<b>For more information</b> If there is more than one URL, they will display on separate lines with bullets.  [TextStyle1] [12233]	X			To learn more about the cloud solutions for development and test that IBM can offer your federal agency, please contact your IBM marketing representative or IBM Business Partner, or visit the following website(s): <a href="http://ibm.com/xxxxx">ibm.com/xxxxx</a>  <b>Optional:</b> To hyperlink the name of product or offering above so that it can be treated as a live link, enter URL here:

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<p><b>IBM Global Financing</b> (Optional) – <b>Use exactly as written.</b> – If there is a valid business reason to exclude, simply delete the <b>X</b> in the box to the right.</p> <p><i>Displays after for more information.</i> [TextStyle1] [12234]</p>	<p><b>X</b></p>		<p>Additionally, IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management, and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward. For more information, visit: <a href="http://ibm.com/financing">ibm.com/financing</a></p> <p><b>STIBO: Do not include in IGF collateral</b></p>
<p><b>Glossary</b> (Optional) Define and explain any market-specific terminology</p> <p>[TextStyle1] [12279]</p>			
<p><b>Header</b> (Optional) [TextHead1] [12280]</p>			<p><b>About the authors</b></p>
<p><b>About the authors</b> (Optional) [TextStyle1] [12281]</p>			
<p><b>Web summary/ abstract</b> – Limit <b>290</b> characters. – This content should describe the product. – Content will be used on POD site and in FRF form. – It will be translated. [TextStyle1] [12236]</p>		<p><b>X</b></p>	<p>IBM cloud-based IT consolidation services can help your agency avoid significant capital investments while offering a flexible environment and assets to handle fluctuating needs.</p>
<p><b>Keywords</b> These put your site ahead of the competition and create dominance in search engine placement. Enter 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. Please separate keywords by commas, but do not include a space after the comma. [TextStyle1] [12237] Head [12238] keywords</p>		<p><b>X</b></p>	<p>Cloud computing,Cloud First,IBM Federal Community Cloud,IBM federal solutions,IT consolidation,IT cost takeout,FISMA, automated provisioning,discovery,asset rationalization</p>

## Trademarks and legal

**Limit 1,750 characters** (character count includes endnotes that will display below legal)  
Please ensure content has been reviewed with trademarking guidelines. Refer to: [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)  
[12235]

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## Endnotes

Please use “**numeric**” characters. Some elements are for the White Paper only and others may be for web only (or both). Please indicate where each endnote should be used and number each endnote accordingly. Do not include table endnotes here.

Use in Collateral	Use in Web Prod	Endnote text
Endnote No.	Endnote No.	

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**Landing page content**

This web content below is optional. If drive to web tactics are used for this solution, you may choose to create a landing page. The elements for this are below.

Element name	Collateral	Web Prod	Web Summary	
<b>Header on web page</b> [TextHead1] [12239]				<b>Landing page content</b>
<b>Web header</b> [WebHeader] [12240]				<b>Industry site</b>
<b>Industry site (URL)</b> [TextStyle1] [12241]				
<b>Web header</b> [WebHeader] [12242]				<b>Title for browser window</b>
<b>Title for browser window</b> – Limit <b>50</b> characters – Should reflect the main idea of the page and include keywords, if possible [TextStyle1] [12243]				
<b>Web header</b> [WebHeader] [12244]				<b>Right-hand navigation links</b>
<b>Right-hand navigation links</b> Provided by subject matter expert [12245]				
<b>Web header</b> [WebHeader] [12246]				<b>Keywords</b>
<b>Keywords</b> [TextStyle1] [12247]				
<b>Web header</b> [WebHeader] [12248]				<b>Offer</b>
<b>Offer</b> Provide full name and URL [TextStyle1] [12249]				
<b>Web header</b> [WebHeader] [12250]				<b>Promo module</b>
<b>Promo module</b> – Limit <b>35</b> characters – Content that points to the landing page – Can be punchy (teaser), but sometimes it needs to be more straightforward. [TextStyle1] [12251]				
<b>Web header</b> [WebHeader] [12252]				<b>Hero headline</b>
<b>Hero headline</b> – Limit <b>50</b> characters – Can be punchy (teaser), but sometimes it needs to be more straightforward. – Should be industry specific – Positions the page overall – Should compel users to keep reading [TextStyle1] [12253]				



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Element name	Collateral	Web Prod	Web Summary	
<b>Web header</b> <a href="#">[WebHeader] [12254]</a>				<b>Hero subhead</b>
<b>Hero subhead</b> – Limit <b>50</b> characters – Can be punchy (teaser), but sometimes it needs to be more straightforward. – Should be industry specific <a href="#">[TextStyle1] [12255]</a>				
<b>Web header</b> <a href="#">[WebHeader] [12256]</a>				<b>Over the body headline</b>
<b>Over the body headline</b> – Limit <b>50</b> characters – Introduces the messaging, but doesn't provide too much information <a href="#">[TextStyle1] [12257]</a>				
<b>Web header</b> <a href="#">[WebHeader] [12258]</a>				<b>Landing page paragraph 1</b>
<b>Landing page paragraph 1</b> – Limit <b>450</b> characters – Position the offer. – Position the need as addressed in the offer. <a href="#">[TextStyle1] [12259]</a>				
<b>Web header</b> <a href="#">[WebHeader] [12260]</a>				<b>Offer lead-in</b>
<b>Offer lead-in</b> – Limit <b>50</b> characters – Short lead-in to put offer into context and call to action <a href="#">[TextStyle1] [12261]</a>				
<b>Web header</b> <a href="#">[WebHeader] [12262]</a>				<b>Name of the offer</b>
<b>Name of the offer</b> Link to the offer or eBRC (needs to stand alone). <a href="#">[TextStyle1] [12263]</a>				
<b>Web header</b> <a href="#">[WebHeader] [12264]</a>				<b>Landing page paragraph 2</b>
<b>Landing page paragraph 2</b> – Limit <b>500</b> characters, plus 3 - 5 bullets – Main messaging or conclusions of the offer – Benefit statements <a href="#">[TextStyle1] [12265]</a>				
<b>Web header</b> <a href="#">[WebHeader] [12266]</a>				<b>Landing page abstract</b>
<b>Landing page abstract</b> – Limit <b>85</b> characters – Synopsis – For search <a href="#">[TextStyle1] [12267]</a>				

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**Software Group only**

Items below are used for classification purposes for web searches.

**(Stibo: Only link into Web Summary when unique content is present.)**

Element name	Collateral	Web Prod	Web Summary	
<b>Library document title</b> Limit 85 characters [12269]			X	
<b>Library document description</b> Limit 350 characters [12271]			X	
<b>Library search category</b> [12273]			X	Brand
[12274]			X	Industry
[12275]			X	OC cat
[12276]			X	Product
<b>Expiration date</b> [12278]				

**Overall template guidance**

Enter **bold** or *italics* where you wish them to appear within the document.

**Most** stated character counts are **approximate character counts with spaces**. All counts assume no images, quotes, callouts or feature boxes and minimal subheads. If your content includes these, adjust the character count appropriately.

**Alt text:** provides a description of an image that is used in the event a visually impaired person references the document. This allows the description of the image to be “read aloud” to them with screen-reading software. Alt text is not necessary in the event a description of the image will add “no value” to the reader (i.e., “picture of a group of businessmen on laptops at a conference” or “images of the new Blade rack”). Alt text is suggested when you have a graph or a pictorial representation of data, and then a “summary” of the data that is being presented is sufficient.

**Callouts:** can be entered at any point in the body content. They will appear in a different colored font in layout. You can indicate that you want a callout by typing:

**Callout start**

Redeeming qualities of this hardware system have been reaped by all...

**Callout end**

**Deliverables:** An **X** in the deliverable column indicates that this is a required content element for a particular deliverable. If there is not an **X** prepopulated for a deliverable’s check box, then that indicates that content is optional. If the box is “grayed out,” then that is an indication that the content is not acceptable for that deliverable and therefore you cannot place an **X** in that check box.

You may copy and paste any row in the template if you need additional elements (i.e., copy the image row if you need to add more images).

**Feature boxes:** can be entered at any point in the body content. They will appear in a different colored font with a top and bottom rule in layout. All feature boxes can have a subhead and then a paragraph or two of body content, but with a limit of **250** words (so they will fit on a page with other content). You can indicate that you want a feature box by typing:

**Feature box start**

**Becoming more energy efficient**

Consider AISO.net, a web hosting...

**Feature box end**

**Images:** Enter the MAM image file name in the images section of the template. If you want an image to be placed close to specific content, use **[Place image 3 here]** entered in the body content where appropriate and Stibo will do its best to enter it in the layout near that content.

**Subheads:** If you want to specify a certain level subhead in the body content, use **[Level 1]**, **[Level 2]** and **[Level 3]** next to the subhead text.

**Tables:** you may enter a table in the content wherever you would like it to appear in layout. If you have a sample table, please include it with the submission, but Stibo can’t guarantee to match it.

**SDA link for this template:** [http://w3.ibm.com/sales/ssi/cgi-bin/ssialias?infotype=SA&subtype=ST&appname=STGI\\_CO\\_CO\\_USEN&htmlfid=COT03037USEN&attachment=COT03037USEN.DOC](http://w3.ibm.com/sales/ssi/cgi-bin/ssialias?infotype=SA&subtype=ST&appname=STGI_CO_CO_USEN&htmlfid=COT03037USEN&attachment=COT03037USEN.DOC)