

IDENTIFYING UBIQUITOUS OPPORTUNITIES

IBM is the largest and most profitable information technology company in the world. The complexity of “Big Blue’s” business is staggering. Operating in over 170 countries, IBM manufactures and sells computer hardware, software, and services that range from nanotechnology to mainframes.

Over time, the combination of IBM’s massive portfolio, global markets, complex processes, and a matrixed marketing organization began to impact marketing performance. An MTS assessment encompassing all regions and product groups clearly identified gaps in existing processes, duplicate efforts, and a short list of business problems that could be addressed through marketing automation.

THE VALUE OF A STRATEGIC ASSESSMENT

MTS’ vendor neutral approach helped IBM stay focused on the issues and opportunities faced by the greatest number of stakeholders. The comprehensive MTS assessment identified three vendors that could best meet the company’s needs; enabling IBM to make its vendor selection with confidence based on a clearly defined set of objectives, versus individual preference or vendor bias.

Company:
IBM

Industry:
High Technology

Headquarters:
Armonk, New York

Number of Employees:
388,000

Target Customers:

- Computer Hardware
- Computer Software
- Consulting
- IT Services

“MTS kept us focused on our business objectives and ensured we weren’t distracted by the vendor with the coolest eye candy. They have laid the foundation for a successful deployment of marketing technology across IBM divisions and regions.”

- Michael McDonald, Dir. Marketing Systems, Corp. Marketing Operations, IBM