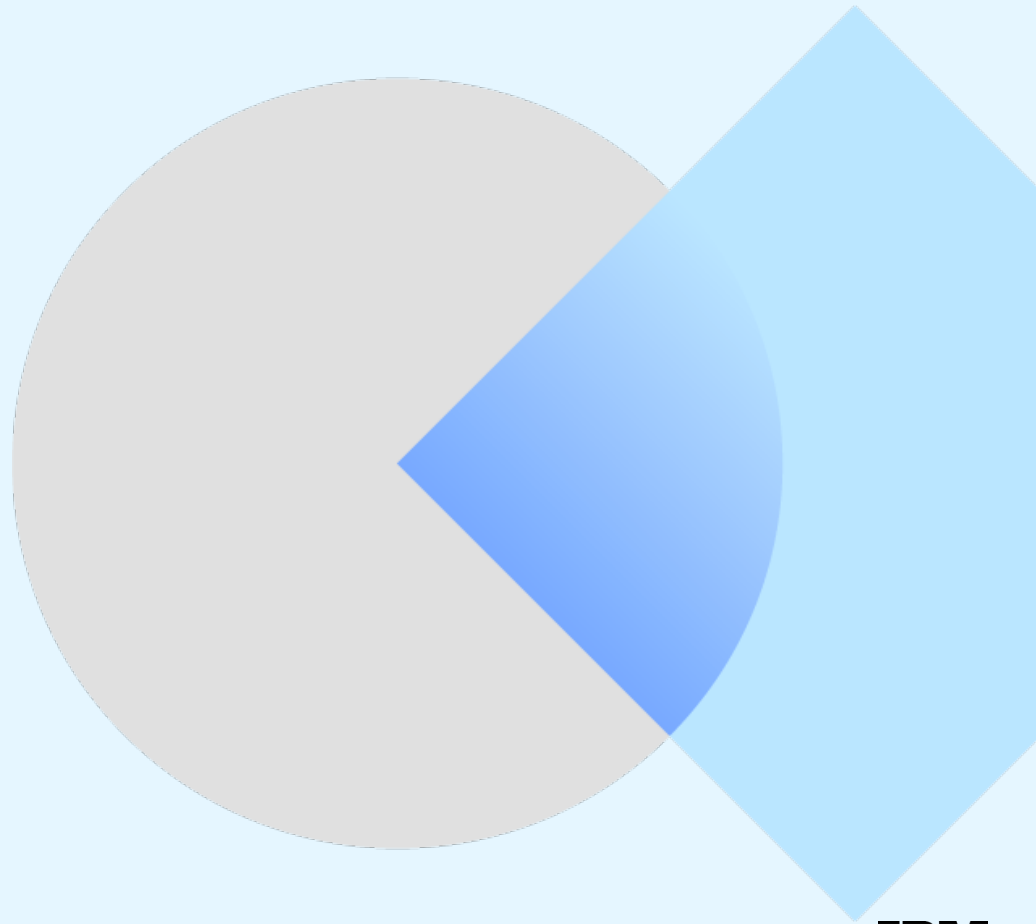


Scaling Analyst Relations Impact Through Digital Channels

ARInsights User Forum 2022

—
Dan O'Brien
Director, IBM Analyst Relations



“We can do anything,
but not everything.”

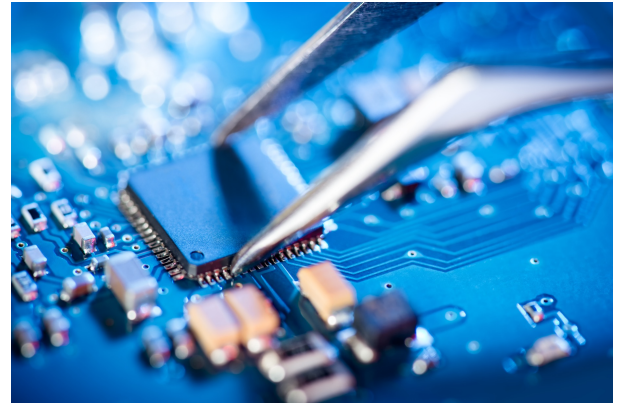
Introduction – about me

About me:

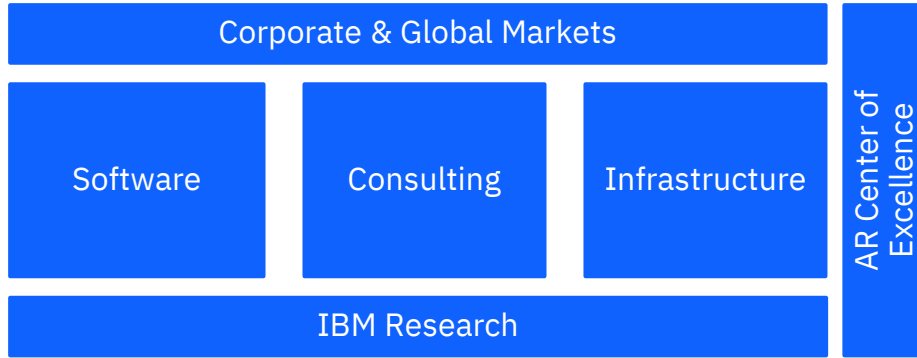
- Dan O'Brien from Boston, MA, w/ wife Jen and daughter Emily
- Golfing, skiing, cooking, gardening, playing guitar and drums
- Strong passion for technology and intersection with finance and market economics, read about tech during free time
- Connect here: <https://www.linkedin.com/in/4danieljobrien>

My career:

- 9 years in semiconductor industry, roles across Market Intelligence, Finance, Product Management & Marketing, Investor Relations
- 4 years as TMT equity research analyst and industry analyst covering semiconductors, consumer electronics, Apple/Samsung/China smartphone supply chains
- 5 years in Analyst Relations with IBM, roles across Strategy & Operations, Corporate, Emerging Technology, Geos



Introduction – about IBM AR



IBM was voted by analysts as [AR team of the year](#)

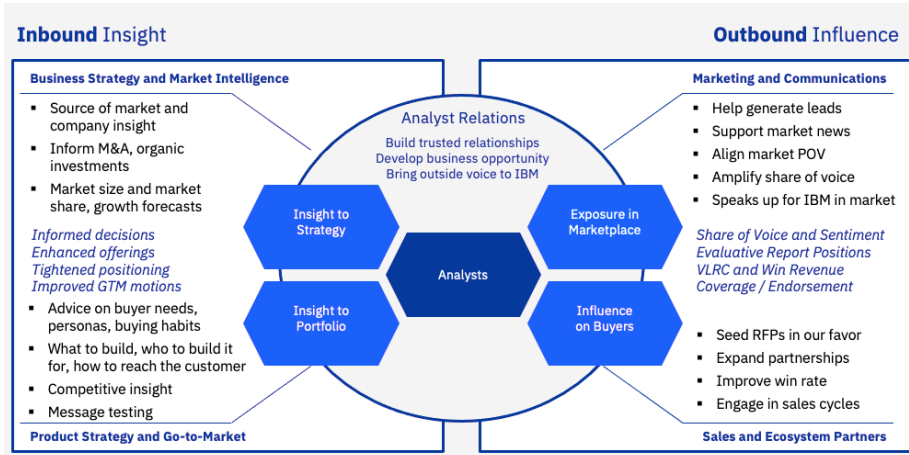


“IBM had the highest scores on the Results they drove for their organization.

Many analysts highlighted the thoughtfulness of the team, and the attention the team pays to leveraging analysts for core business outcomes.

Analysts highlighted that the team is highly personable and follows through on commitments. They described the team as proactive, responsive, great at follow-up, and accessible.

The AR team always ensures that the IBM organization is in line with their research, and that executives involve the analysts in the formation of strategies, incorporating suggestions to improve IBM offerings for their customers.”



IBM Analyst Relations

Why do anything?

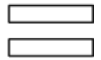
The business challenge we set out to solve



The number of analysts continues to grow



Targeting the right analysts to spend time with 1x1



With a fixed # of AR professionals



Still leaves a big gap to bridge



Need to consider new strategies to scale reach and impact

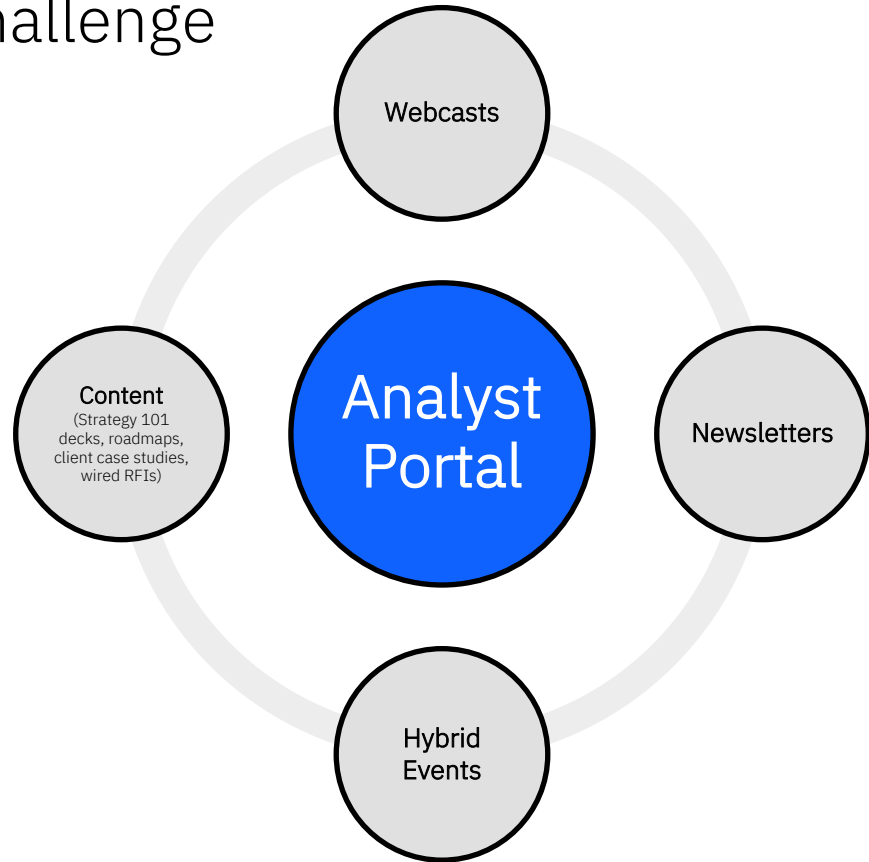


AR digital strategy

The answer to the scaling challenge

Design Principles

- *Don't recreate IBM.com*
- *Unique, curated content made for analyst audience*
- *Analyst self-serve with AR off-ramp*
- *Targeted to analysts underserved by 1x1 interaction model*
- *100% of AR team able to self-manage for their business*



Analyst Portal: Build or buy?



- Greater customization
- More control over branding



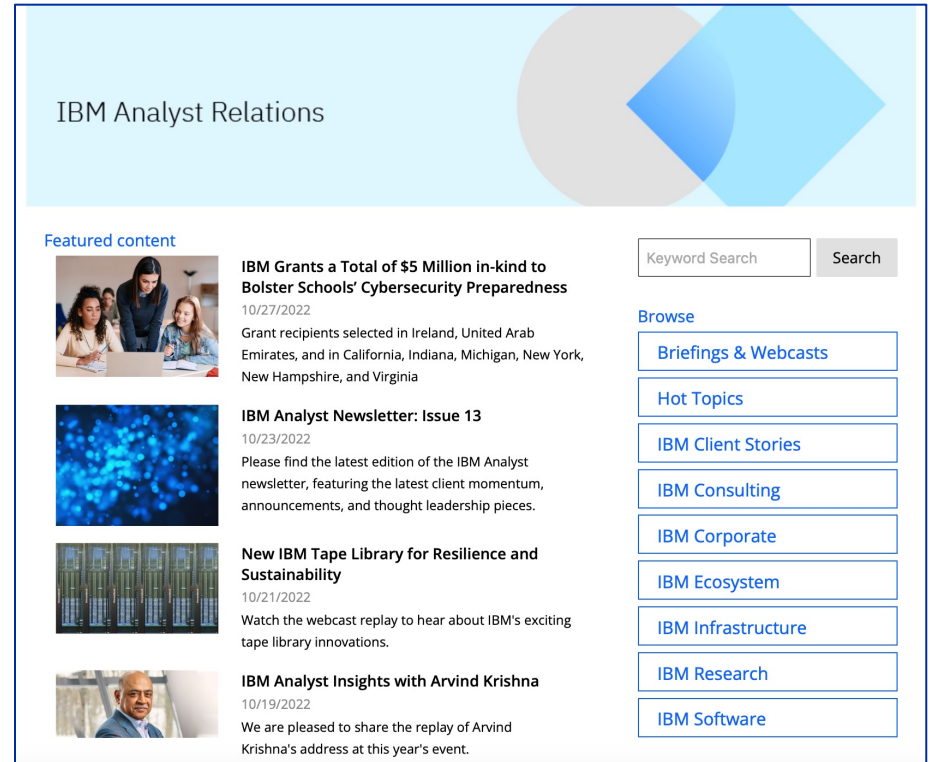
- Cost, skills, time to value
- Yet another login for analysts to remember



- Quicker time to market
- Built-in analyst audience, repeat visitors
- Ongoing expense, roadmap control
- Less customization and branding control

Analyst Portal experience & feedback

- **Easy and fast** navigation for the analysts
- Content is short, digestible, and **easily searchable**
- Include timely **client case studies**, IBM news, **webcast replays**, and presentations
- Content **supports research** that the analysts write
- While posts are specific to coverage areas and specialties, they also **tie back to IBM Hybrid Cloud and AI Strategy**, Sustainability, and other key Corporate initiatives
- Regional event replays and presentations are readily available and accessible to a **global audience**
- Thought leadership videos, blogs and Q+As allow analysts to **hear directly from IBM executives**



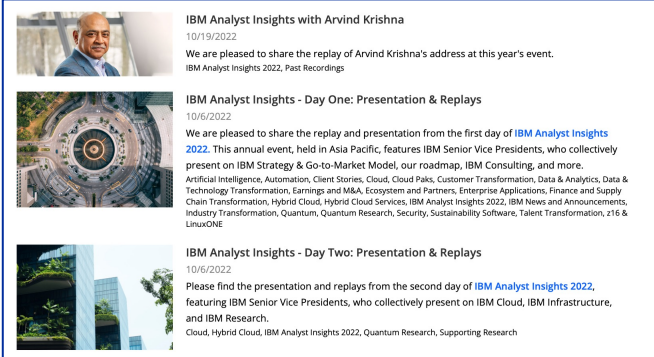
The screenshot displays the IBM Analyst Relations portal. At the top, the text "IBM Analyst Relations" is centered. To the right is a decorative graphic with overlapping circles and a diamond shape in shades of blue and grey. Below the header, the page is organized into several sections:

- Featured content:** A list of three featured items, each with a thumbnail image, a title, a date, and a brief description.
 - IBM Grants a Total of \$5 Million in-kind to Bolster Schools' Cybersecurity Preparedness** (10/27/2022): Grant recipients selected in Ireland, United Arab Emirates, and in California, Indiana, Michigan, New York, New Hampshire, and Virginia.
 - IBM Analyst Newsletter: Issue 13** (10/23/2022): Please find the latest edition of the IBM Analyst newsletter, featuring the latest client momentum, announcements, and thought leadership pieces.
 - New IBM Tape Library for Resilience and Sustainability** (10/21/2022): Watch the webcast replay to hear about IBM's exciting tape library innovations.
 - IBM Analyst Insights with Arvind Krishna** (10/19/2022): We are pleased to share the replay of Arvind Krishna's address at this year's event.
- Search:** A search bar with the placeholder text "Keyword Search" and a "Search" button.
- Browse:** A vertical list of seven navigation buttons: "Briefings & Webcasts", "Hot Topics", "IBM Client Stories", "IBM Consulting", "IBM Corporate", "IBM Ecosystem", "IBM Infrastructure", "IBM Research", and "IBM Software".

Analyst Portal experience & feedback

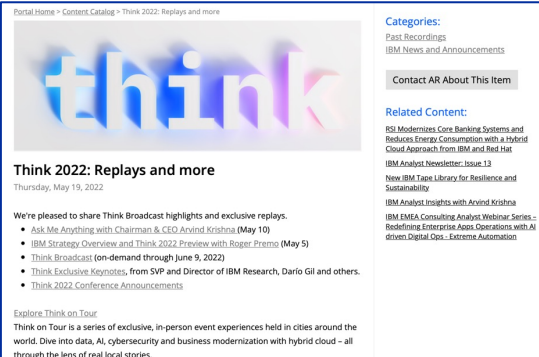
Analysts appreciate **relevant, focused and timely** content.

- Analysts have commented that the webcast replays are a great asset, especially since they are usually too busy to attend everything live and previously did not have access to a variety of content across geographies.
- Client stories “are it!” and these are a valuable resource for their research. They like that use cases on the Portal focus on the client experience and business results.
- Analysts appreciate that posts are curated exclusively for their consumption. IBM AR “bundles” webcast replays, slide decks, press releases, and thought leadership pieces into easily digestible posts.
- One analyst, after being invited to the Portal, wrote us the following note: “I just wanted to let you know that I find it very helpful that you use the ARchitect platform for AR content. I am looking forward to being better informed on IBM as I visit the Portal for more information from different vendors.”
- While the Portal serves as a resource for analysts we do not interact with daily, it has been a pleasant surprise to see the Portal being accessed by the analysts with whom we work regularly, as they log on to hear from IBM leaders and access the latest replays and news.



This screenshot displays three articles from the IBM Analyst Insights portal. Each article includes a small image, a title, a date, and a brief description of the content.

- IBM Analyst Insights with Arvind Krishna**
10/19/2022
We are pleased to share the replay of Arvind Krishna's address at this year's event. [IBM Analyst Insights 2022, Past Recordings](#)
- IBM Analyst Insights - Day One: Presentation & Replays**
10/6/2022
We are pleased to share the replay and presentation from the first day of [IBM Analyst Insights 2022](#). This annual event, held in Asia Pacific, features IBM Senior Vice Presidents, who collectively present on [IBM Strategy & Go-to-Market Model](#), our roadmap, [IBM Consulting](#), and more. [Artificial Intelligence](#), [Automation](#), [Client Stories](#), [Cloud](#), [Cloud Paks](#), [Customer Transformation](#), [Data & Analytics](#), [Data & Technology Transformation](#), [Earnings and M&A](#), [Ecosystem and Partners](#), [Enterprise Applications](#), [Finance and Supply Chain Transformation](#), [Hybrid Cloud](#), [Hybrid Cloud Services](#), [IBM Analyst Insights 2022](#), [IBM News and Announcements](#), [Industry Transformation](#), [Quantum](#), [Quantum Research](#), [Security](#), [Sustainability Software](#), [Talent Transformation](#), [z16](#) and [LinuxONE](#)
- IBM Analyst Insights - Day Two: Presentation & Replays**
10/6/2022
Please find the presentation and replays from the second day of [IBM Analyst Insights 2022](#), featuring IBM Senior Vice Presidents, who collectively present on [IBM Cloud](#), [IBM Infrastructure](#), and [IBM Research](#). [Cloud](#), [Hybrid Cloud](#), [IBM Analyst Insights 2022](#), [Quantum Research](#), [Supporting Research](#)



This screenshot shows the 'Think 2022: Replays and more' page on the IBM Analyst Portal. It features a large 'think' logo, a breadcrumb trail, and several sections of content.

Portal Home > Content Catalog > Think 2022: Replays and more

Categories:
[Past Recordings](#)
[IBM News and Announcements](#)

[Contact AR About This Item](#)

Related Content:
[ESG Modernizes Core Banking Systems and Reduces Energy Consumption with a Hybrid Cloud Approach from IBM and Red Hat](#)
[IBM Analyst Newsletter: Issue 13](#)
[New IBM Tape Library for Resilience and Sustainability](#)
[IBM Analyst Insights with Arvind Krishna](#)
[IBM EMEA Consulting Analyst Webinar Series - Redefining Enterprise Apps, Operations with AI driven Digital Ops - Extreme Automation](#)

Think 2022: Replays and more
Thursday, May 19, 2022

We're pleased to share Think Broadcast highlights and exclusive replays:

- [Ask Me Anything with Chairman & CEO Arvind Krishna \(May 10\)](#)
- [IBM Strategy Overview and Think 2022 Preview with Roger Perera \(May 5\)](#)
- [Think Broadcast \(on-demand through June 9, 2022\)](#)
- [Think Exclusive Keynotes](#), From SVP and Director of IBM Research, Dario Gil and others.
- [Think 2022 Conference Announcements](#)

Explore Think on Tour
Think on Tour is a series of exclusive, in-person event experiences held in cities around the world. Dive into data, AI, cybersecurity and business modernization with hybrid cloud - all through the lens of real local stories.

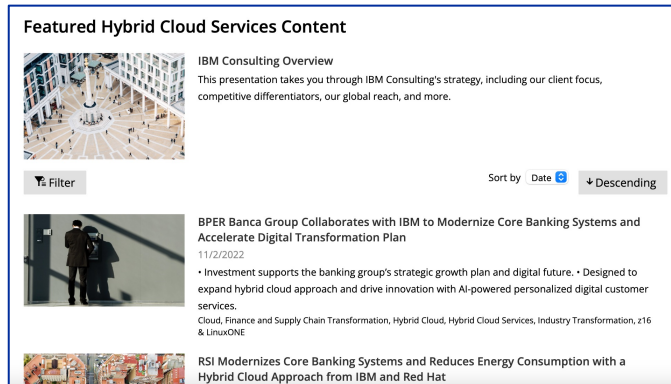
Analyst Portal enhancements

Key enhancements since the Portal's launch

- IBM SSO registration
 - Secure and seamless login for IBMers AND analysts
- IBM Analyst Portal invitation: Customized subject line
 - Customize invites for each analyst based on region, coverage area, etc.
- “Featured” posts are pinned to each sub-category
 - Allowing IBM to highlight strategy/specific posts under each business area

- Automated alert frequency: Default updated from daily to weekly; analysts also may choose the categories they wish to be notified about on a regular basis
 - Reduce mass emails to the analysts

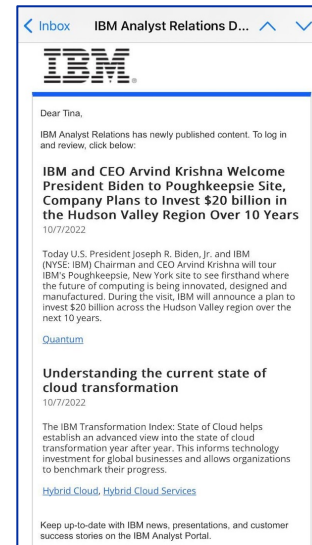
Featured Hybrid Cloud Services Content



IBM Consulting Overview
This presentation takes you through IBM Consulting's strategy, including our client focus, competitive differentiators, our global reach, and more.

BPER Banca Group Collaborates with IBM to Modernize Core Banking Systems and Accelerate Digital Transformation Plan
11/2/2022
Investment supports the banking group's strategic growth plan and digital future. Designed to expand hybrid cloud approach and drive innovation with AI-powered personalized digital customer services.
Cloud, Finance and Supply Chain Transformation, Hybrid Cloud, Hybrid Cloud Services, Industry Transformation, z16 & LinuxONE

RSI Modernizes Core Banking Systems and Reduces Energy Consumption with a Hybrid Cloud Approach from IBM and Red Hat



IBM Analyst Relations D...

Dear Tina,

IBM Analyst Relations has newly published content. To log in and review, click below:

IBM and CEO Arvind Krishna Welcome President Biden to Poughkeepsie Site, Company Plans to Invest \$20 Billion in the Hudson Valley Region Over 10 Years
10/7/2022

Today U.S. President Joseph R. Biden, Jr. and IBM (NYSE: IBM) Chairman and CEO Arvind Krishna will tour IBM's Poughkeepsie, New York site to see firsthand where the future of computing is being innovated, designed and manufactured. During the visit, IBM will announce a plan to invest \$20 billion across the Hudson Valley region over the next 10 years.

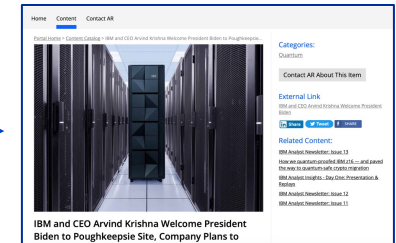
[Quantum](#)

Understanding the current state of cloud transformation
10/7/2022

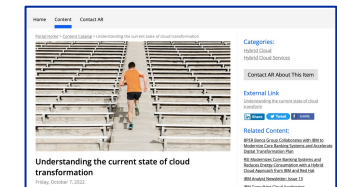
The IBM Transformation Index: State of Cloud helps establish an advanced view into the state of cloud transformation year after year. This informs technology investment for global businesses and allows organizations to benchmark their progress.

[Hybrid Cloud](#) [Hybrid Cloud Services](#)

Keep up-to-date with IBM news, presentations, and customer success stories on the IBM Analyst Portal.



IBM and CEO Arvind Krishna Welcome President Biden to Poughkeepsie Site, Company Plans to

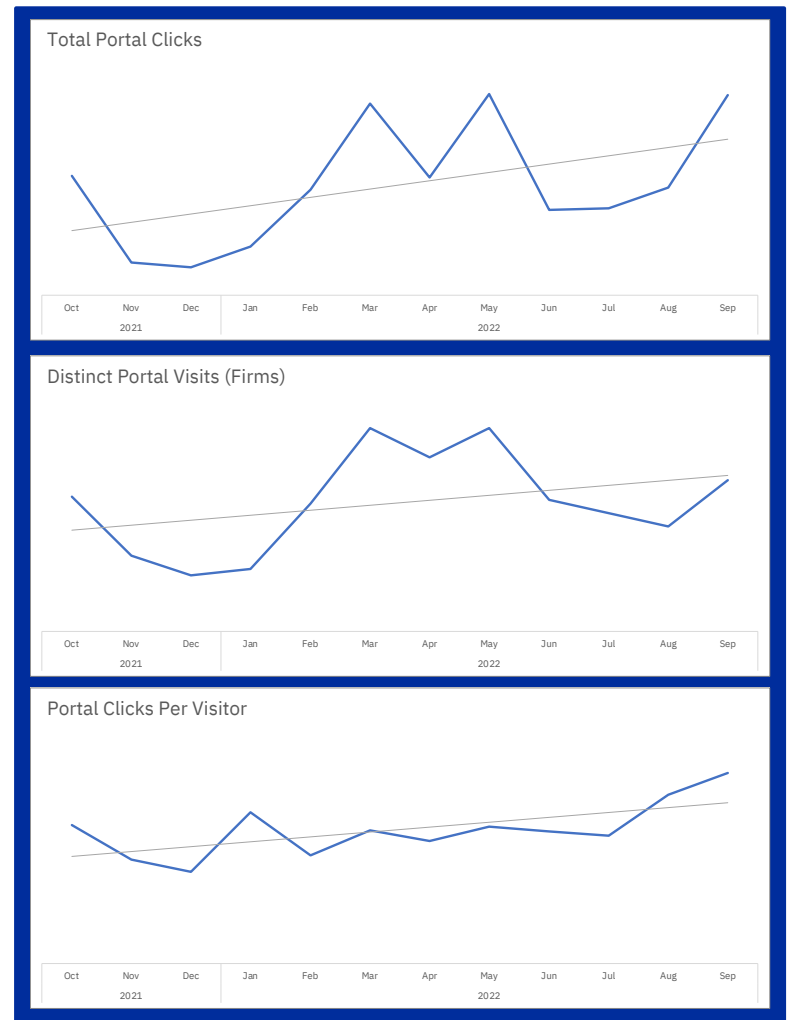


Understanding the current state of cloud transformation

How ARInsights is helping IBM achieve our goals

- Agile, flexible roadmap – SSO example
- Growing platform – tailwind for adoption
- Wired for data-driven decision-making
- Reaching new analysts, new firms
- Engaging deeper with core analysts outside main coverage areas
- Keeps AR focused on our Tier 1 targets

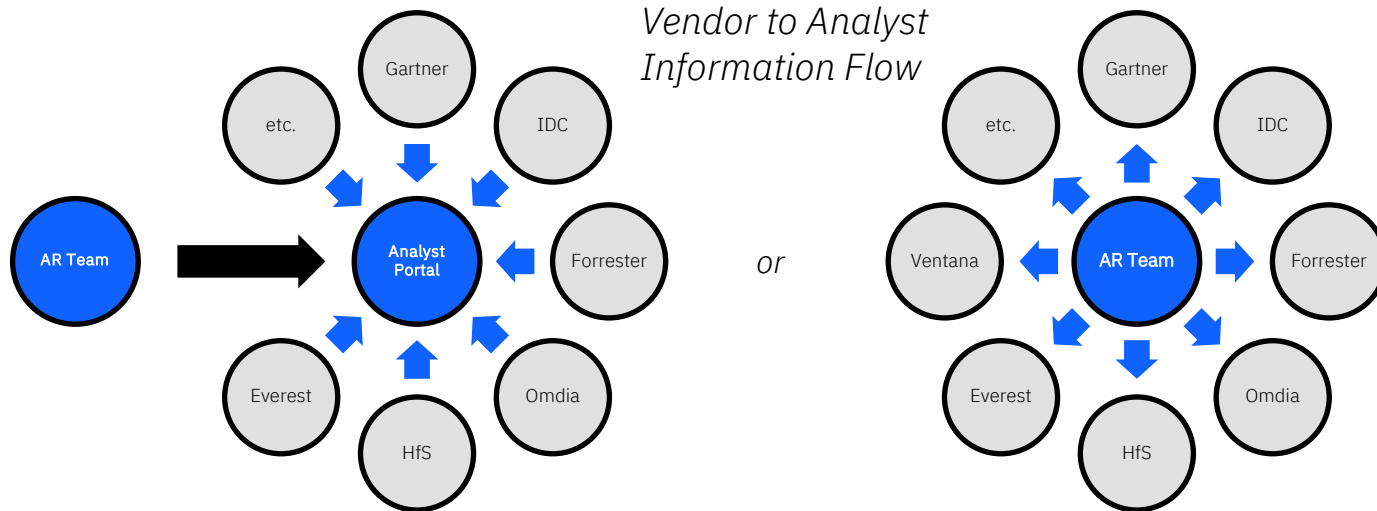
IBM Analyst Relations



Information exchange with analyst firms

- *An emerging trend that warrants AR leader attention*

- 40+ analyst firms running comparative evaluation reports
- Several firms are launching vendor portals to collect RFI responses
- Which model suits your company, and you as an AR leader?



Q&A



