



IBM
Computer Products
Service Marks



ACCESS IBM

It's quick. It's easy. It's IBM for you.

International Business Machines

Service mark for IBM easy access customer support campaign.



SATISFACTION IBM

International Business Machines

Service mark for IBM customer satisfaction campaign.



International Business Machines

Service mark for IBM business growth campaign.





IBM
Computer Products
Direct Mail



LIFE SAVERS

Pass the lifesaver. And the 40% savings.

If Yes, I am interested in upgrading to ADSM V3 and saving 40%. Please send me more information.

Please have an IBM Representative call me.

No Yes

1. What platform are you currently utilizing?

IBM AS/400® IBM AS/400 IBM S/390 Sun Microsystems
 Hewlett-Packard IBM AS/400 Windows NT Other _____

2. Which of the following storage management software packages are you currently using?

IBM ADSM Legato Clariion Open VMS®/Vax®
 Altran Real Librarian NetType Other _____

3. Which best describes your need for an ADSM Storage Management Software solution?

All requirements defined Some requirements defined Partially met
 None defined

4. What best describes your budget for an ADSM Storage Management Software solution?

Approved and allocated Approved but not yet allocated Unknown
 Applied for _____ Funding not available Unknown

If funding has been allocated or applied for, please indicate the range:

under \$25K \$25K - 100K \$100K+ Unknown

5. What is your role in the decision-making process?

Decision maker Program requirement Influencer
 Little or no involvement Unknown

6. What is your timeframe for selecting an ADSM Storage Management Software solution?

Specific date _____ General timeframe Project planned but timeframe undetermined

If you have _____

Q1 '97 Q2 '98 Q3 '98 Q4 '98

Name _____
 Title _____
 Organization _____
 Address _____

International Business Machines Corporation

November 20, 1997

IBM

100 Lyndon B. Johnson Fwy
 6th Fl.
 Austin, TX 78768-6000

Mr. Sam Sampson
 IBM Corp.
 1234 E. Harrison Dr.
 Any City, TX 12345

Dear Mr. Sam Sampson:

Your valuable ADSM storage management software from IBM just got better.

Here to help you grow. The return on your investment and disaster recovery benefits you've used to see even more enhanced. More efficient. And more and more than ever before.

Introducing ADSM V3. It's a lifesaver when it comes to storage management. And now it's a powerful money saver, too. Because it will save you up to 40% on your next storage management investment.

That's why we've got the cost of the software, plus comprehensive storage management solutions - ADSM V3 - from the global leader in information management, IBM.

To help keep your organization's data functions on a roll, ADSM V3 offers many unique benefits. Altogether, call IBM Direct at 1-800-426-2255 (Priority Code YM245) today. And to save 40% on this multiplatform solution, call IBM Direct at 1-800-426-2255 (Priority Code YM245) today. Or, fill out and return the enclosed reply card, and an IBM Direct representative will contact you right away.

It's new. It's comprehensive. It's the time to upgrade to ADSM V3 while you can save 40%. Don't miss this opportunity. I think you'll find it a real lifesaver.

Sincerely,
 Michael R. O'Hara

Save time. Save data with ADSM V3. Available in assorted sizes and flavors.

It's a storage management solution so comprehensive, you can almost taste it.

It's ADSM (ADSTAR Distributed Storage Manager) V3, and it's a real lifesaver when it comes to protecting your organization's data. Maximizing productivity. Reducing costs. Recovering data in the event of a disaster. And ensuring your peace-of-mind.

ADSM supports a variety of platforms. And the way you work.

ADSM V3 represents a true, enterprise-wide, integrated storage management software solution. That's because it supports over 30 IBM® and non-IBM client platforms, such as AIX®, OS/2®, Windows NT®, NetWare®, Sun Solaris®, HP-UX®, SGI and many more. Plus, it backs up and restores Oracle®, Informatica®, Lotus Notes® and SAP®/SAP® databases. In fact, it's even smarter when you realize it includes automated and centrally-scheduled backups and archives, Hierarchical Storage Management (HSM) for temporary data, and Disaster Recovery Manager (DRM) features.

Plus, ADSM V3 offers improved overall performance, redesigned end user and web-based administrator GUIs, centralized logging and monitoring of ADSM V3 client and server events, SQL reporting and a server-to-server communication feature which allows sharing of storage resources, such as large tape systems and electronic vaulting for enhanced disaster recovery.

So efficient, your schedule will be fat-free.

Nobody likes wasted time or wasted efforts. ADSM V3 doesn't either. That's why it can centralize and automate your backup, recovery and archive operations, managing your data efficiently and systematically. This not only minimizes the amount of data moving across your network, but helps you deal more effectively with shrinking backup windows.

What's more, you can restore data in the event of a failure more quickly and reliably. With our exclusive tape collaboration and tape reclamation technologies, incremental backups from after night.

The bottom line? You'll save time and money. What could be sweeter?

For disasters of every size, there's big recovery.

In the event of a system failure or little data disaster, the IBM option walks you through restoration, providing step-by-step instructions along the way. Your administrators can find detailed up-to-date information on how to bring the ADSM server back up. ADSM server in case the local one has been destroyed.

All this flexibility and performance. All from the global leader in information processing - IBM.

To know more about how ADSM V3 can be a real lifesaver, call IBM Direct today, at 1-800-426-2255 (Priority Code YM245). Or, fill out and return the attached Business Reply Card.

Upgrade to the newest information lifesaver. Save 40%





HOT SERVICE. IT'S THE SEED FOR GROWTH

IBM
Computer Products
Service Mark & Direct Mail

International Business Machines
Service mark for IBM business growth campaign.

HOT SERVICE. IT'S THE SEED FOR GROWTH.

Voice and Data Integration links your computer and telephone systems together for a combination that greatly improves service. This technology allows a preview of incoming calls and transfer of voice and data between your company's personnel.

Mobile Communications replaces pen and paper procedures and telephone reports for your employees with computer-based data collection and wireless two-way communication accessed by simple graphic "buttons" that appear on-screen.

Automated Fax allows you to retrieve and send requested documents from your personal workstation to a fax machine anywhere in the world without leaving your desk.

Imaging Data Retrieval is a method in which scanned and digitized information can be stored and retrieved through use of an efficient indexing system. Documents are easy to find and retrieve and may be viewed and printed by more than one user at a time.

Electronic Data Interchange (EDI) allows a free flow of authorized data between linked computers both inside and outside your company, eliminating redundant data-entry and significantly reducing errors and time spent.

Workflow Management is the organization of processes into defined and logical steps the efficiency of which is critical to your company's success. It gives your company the ability to redirect tasks to different employees or divisions without delaying production, delivery or service.

Business Critical Applications number in the tens of thousands, and finding the exact software that best fits your needs is a difficult task at best. IBM has the experience and the resources to recommend the applications that will integrate - system and workflow processes.

HERE'S YOUR OPPORTUNITY TO PLANT THE FIRST SEED

Ready to plant seeds of growth for the new year? You'll have that opportunity at 1:00 pm, CST on Friday, February 17, 1995 as IBM presents a free seminar entitled "Customers as Partners: Building Relationships That Last" led by Chip R. Bell, author of the book by the same name, and co-author of the best-seller *Managing Knock Your Socks Off Service*.

An acknowledged expert on customer service and partnering, Chip R. Bell is a nationally-known speaker and trainer, and author or co-author of ten books relating to marketing, customer service, human resources and management skills. Currently he is a senior principal with Performance Research Associates, Inc. and manages the Dallas, Texas office. Chip R. Bell has helped many companies improve their customer service, including IBM, GE, Pepsi, GTE and Marriot. Now, he is making his experience available to all who register for this free teleseminar.

To register, simply complete and mail the enclosed card or fax it to 1 (800) 510-6567. Or, if you prefer, you may call 1 (800) 753-4IBM (4426), extension 1551 to register. You'll be given a toll-free number to call on January 30th, and a password to participate in the seminar. But hurry, a limited number of reservations will be accepted on a first-come, first-served basis. Call today... and get ready to plant that first seed for growth.

BUSINESS REPLY
FIRST-CLASS MAIL
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

IBM CORPORATION
1505 18th | Freeway 6th Floor
Dallas, TX 75234

SEEDS FOR GROWTH FROM IBM

JALAPENO PEPPER
NET WT. 50g (1.76 oz)
SERVING SIZE 10g (0.35 oz)

HOT SERVICE. IT'S THE SEED FOR GROWTH.

IBM CORPORATION
1 (800) 753-4IBM