

Case Study



IBM is an organization that involves in achieving a competitive advantage which is more likely to substantially outperform the industry peers. The company has its headquarters at Armonk, New York, U.S.

CASE STUDY – IBM

IBM utilizes Thomson Data SAP user's mailing list. To promote competitive Analysis and Brand Visibility.

IBM IN A GLIMPSE

IBM has the broadest set of skills and knowledge in the industry with an enterprise-class big data platform as part of a comprehensive information management foundation, and analytics capabilities that are interconnected to facilitate shared insights. Only **IBM** provides market-leading services, proven solutions, use cases, accelerators and world-class research to enable breakaway results.

The company has its headquarters at Armonk, New York, U.S. **IBM** was founded on June 16th, 1911. There are about 435,000 employees working. There is a net increase in profit up to US\$ 104.5 billion.

CASE IN BACKGROUND

When a trustworthy partner of **IBM** has a desire to come up with a new launch of product with the new updated technology domain, there are numerous key decision makers for leading technology companies. **IBM** has certain limitation when dealing with product features that is not supported in 65-bit. There is a serious issue with integration. There is a serious issue with installation of *WebSphere Application Server* because there is restriction of test environment to *32-bits version*.

It is very essential for **IBM** to jump-start its sales to multibillion-dollar. They needed a focused B2B technology lead database.

CHALLENGING AREA

- The company is looking for one of the most famous reinventions in tech industry history.
- They are all increasing their Indian workforce.

Case Study

- The emerging countries have posed threats and opportunities, because Indian services firms, such as Infosys, Wipro, Tata and Cognizant have been able to compete more aggressively with **IBM** and its rivals *Accenture*, *EDS* and *Hewlett Packard*.
- **IBM** has to decide what makes a successful multinational company in a global market and as a result what the company must do to generate the growth its shareholders demand.

SOLUTION PHASE

The Buy Phase:

Sourcing and procuring goods and materials for delivering products and services to meet customer demand. These solutions are for executives responsible for disciplines that support supply chain management and procurement, from partner and supplier integration and process improvement to inventory and warehouse. Thomson Data SAP mailing stretches entire globe deliver IBM specification with ease.

VERIFICATION AND COMPILATION

After final completion of verification process, **IBM's** list was finally compiled to be served into the format of their choice for easy integration into internal CRM system.

DELIVERY

The final list was delivered into .CSV format, post-compilation the technology list was uploaded to client's database via a secure, double-encrypted FTP connection, for maintaining security and data privacy.

RESULTS

IBM has reported a 4 percent drop in third-quarter revenue, as there is decline in hardware and emerging markets. There is drop of share of about 6 percent. With the help of *Thomson data* there would be 7% increase of share from the second-quarter of the year.

The consensus revenue estimates is \$25.4 billion, down 1%. The companies result will carefully be monitored by Thomson data. There is increase in revenue in Brazil, India, Russia and china increased by about 7% in the quarter, or 12% adjustment for currency fluctuation.

Case Study

ABOUT THOMSON DATA

At *Thomson Data*, we know it is not always presenting the best of list to your clients. More importantly, it's about reaching the right clients, at the right time with the right message. In addition, we make sure that the campaigns are able to draw the maximum of ROI with every dollar invested.

Specializing in delivering sales leads, email/data appending, application development and online marketing solutions, Thomson Data is committed to provide cost effective data services that can help companies expand to reach new prospects and enhance communication with existing customers.

Providing list database service that includes fast delivery, simple management, and responsive, knowledgeable customer support we make sure that your every deal or campaign is reached to the pinnacle of enablement, cost effectively.