

IBM eXtreme Energy Efficiency Delivers Real Savings




Your Reason of Call



Did you know that IBM is #1 in rack server energy efficiency? * The IBM x3650 M2 and x3550 M2, combined with IBM systems management capabilities, are so energy efficient they can save businesses up to \$100 per server each year. This includes the Power Configurator which helps scope power requirements as well as the Active Energy Manager which can monitor energy consumption and generate power trends and usage reports -- all of which will save your customers real money every month.




Your customers are struggling with rising costs and are looking for ways to save money. You now have a powerful reason to call your customers to share how consolidating old servers into far fewer IBM x3650 M2 and x3550 M2 servers can deliver real savings. Drive this compelling message to your customers using the materials below.

Prepare for your "Reason of Call" (ROC) campaign:

-  [Seller presentation](#) - learn about the eXtreme energy ROC value proposition, supporting products and special offers
-  [eXtreme energy efficiency ROC guide](#) - execute your ROC by following this step-by-step guide which includes identifying your target audience, call guide, objection handling and more
-  [Seller quick reference](#) - a handy 1-page ROC overview

Reseller
Facing

Launch your eXtreme energy efficiency ROC campaign:

1.  [Customer email](#) - introduce the offering
2. Conversation starters - use the ROC guide above
3.  [Customer presentation](#) - customize to fit the situation
4. IBM tools and offers - propose an ROI analysis using the Alinean tool, pg 16 of the seller presentation, and take advantage of special offers, pg 15, to create a reason to buy now
5.  [Customer quick reference](#) - use as a 1-page leave-behind or print a white paper listed in the seller presentation, pg 18

Customer
Facing

Engage me to help you close deals or answer questions. And, remember, [IBM Global Financing \(IGF\)](#) is lending money so please don't let up-front funding be a deal stopper.

*Source: [SPECPower report](#)