

# Partner Marketing Kits

## My Digital Marketing

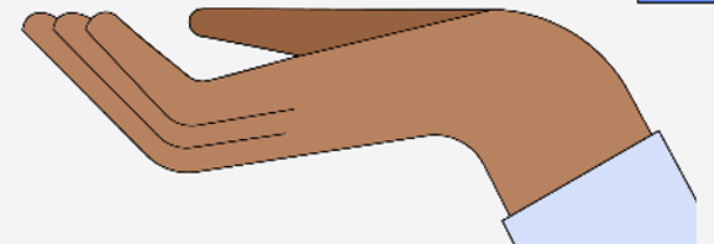
Plan, Execute and Measure your marketing campaigns all in one place.

[Explore the NEW Partner Marketing Kits ->](#)

- accelerate your time to market
- reduce marketing costs
- grow your business and match Co-Marketing funds

### Highlights for 2026

- Persona-led approach driven by use cases
- Unified IBM and Partner messaging and content
- Quarterly content refreshes
- Geo translations from IBM & MyDM embedded
- MyDM user experience improved library & reports



# Persona-Led Partner Marketing Kits - Structure



# NEW Partner Marketing Kits available in MyDM

31 Campaigns and PMKs for Automation Platform out of which 5 net NEW PMKs focused on Select Territory offerings, aligned to Persona approach :

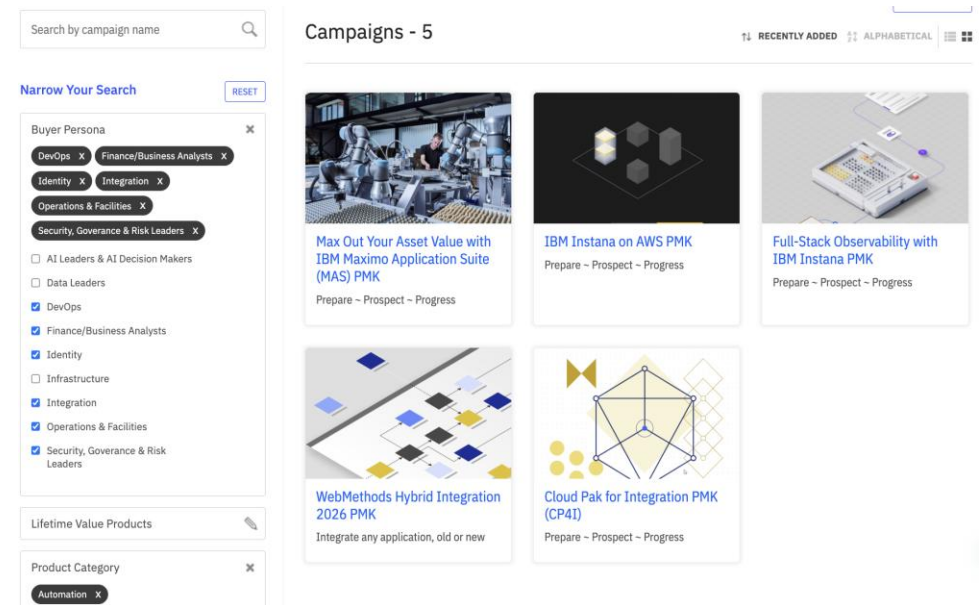
- [Full-Stack Observability with IBM Instana PMK](#)
- [IBM Instana on AWS PMK](#)
- [webMethods Hybrid Integration PMK](#)
- [IBM Maximo Application Suite](#)
- [IBM Verify PMK](#)

IBM Apptio (Kubecost, Cloudability) to be available by end of January  
IBM HashiCorp (Vault, Terraform) to be available by end of April

Translations will follow in February

New filters by **Persona**  
\*Filters by Platform and Offerings still available.

Refreshed content prioritized by top performing assets, accessible from Asset Library



## Partner Role in the Journey

- Activate the campaigns and deliver a unified IBM-Partner experience for every client
- Share feedback, ideas, and best practices that help us improve engagement and drive real results

# Full-Stack Observability with IBM Instana - NEW PMK

**PMK Key Message:** Full-Stack Observability with Instana delivers contextual observability powered by agentic AI, providing the right insights across infrastructure and applications to monitor the entire stack.

**Target Persona:** DevOps professionals who bridge the gap between software development and IT operations.

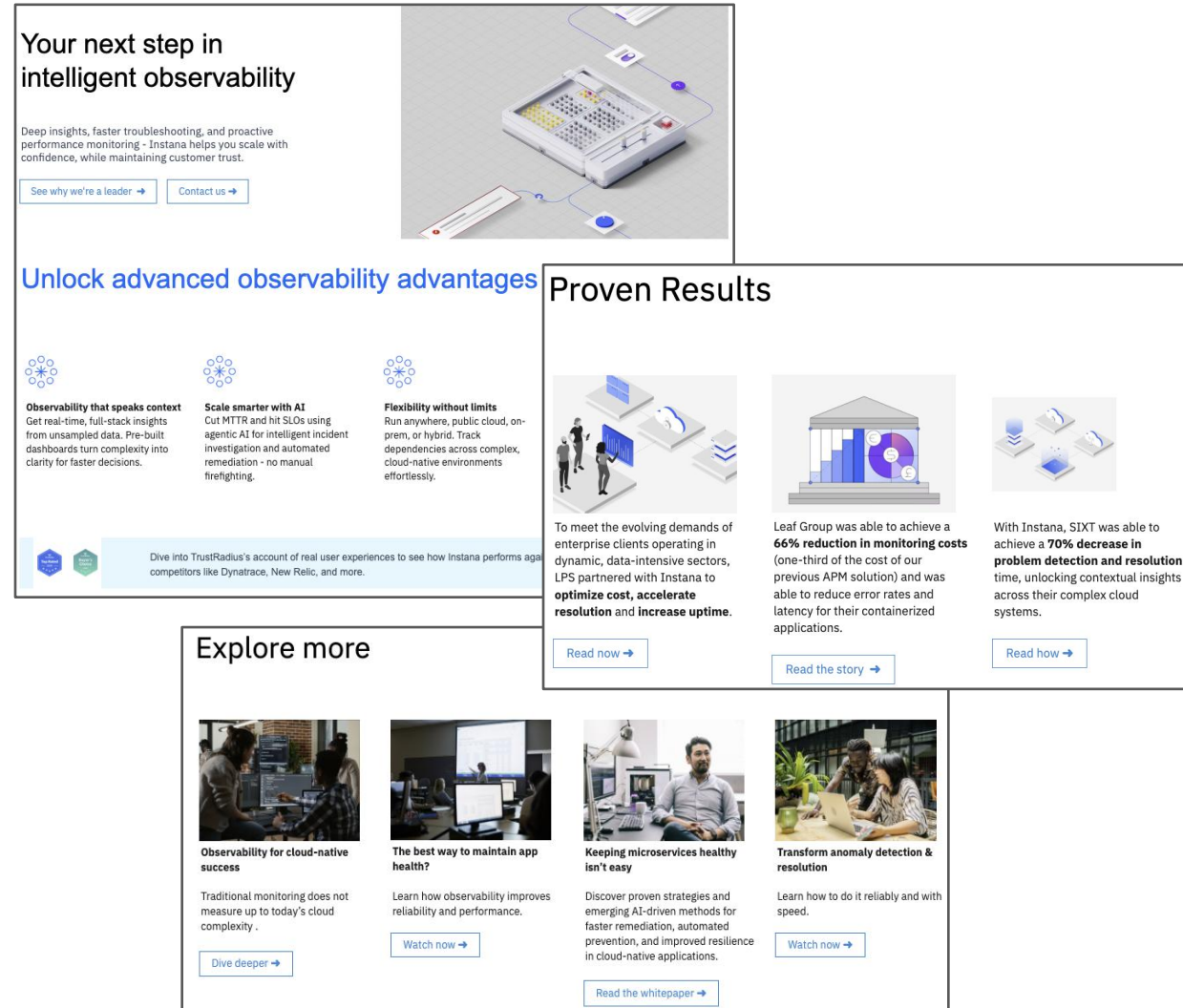
**Key Content & Assets:**

**Prepare:** Campaign guide

**Prospecting (digital):** Email Nurture, Landing Page, Case Study x3, eBook x2, Video x3, Whitepaper

**Progression (digital):** Email x3, Landing Page, Analyst Brief, Success Story x3, Report, Trial, Video x4

 [Full-Stack Observability with IBM Instana PMK](#)



**Your next step in intelligent observability**

Deep insights, faster troubleshooting, and proactive performance monitoring - Instana helps you scale with confidence, while maintaining customer trust.

[See why we're a leader →](#) [Contact us →](#)

**Unlock advanced observability advantages**

- Observability that speaks context**  
Get real-time, full-stack insights from unsampled data. Pre-built dashboards turn complexity into clarity for faster decisions.
- Scale smarter with AI**  
Cut MTR and hit SLOs using agentic AI for intelligent incident investigation and automated remediation - no manual firefighting.
- Flexibility without limits**  
Run anywhere, public cloud, on-prem, or hybrid. Track dependencies across complex, cloud-native environments effortlessly.

Dive into TrustRadius's account of real user experiences to see how Instana performs against competitors like Dynatrace, New Relic, and more.

**Proven Results**

- Leaf Group** was able to achieve a **66% reduction in monitoring costs** (one-third of the cost of our previous APM solution) and was able to reduce error rates and latency for their containerized applications.  
[Read now →](#)
- With Instana, SIXT was able to achieve a **70% decrease in problem detection and resolution time**, unlocking contextual insights across their complex cloud systems.  
[Read the story →](#)
- With Instana, SIXT was able to achieve a **70% decrease in problem detection and resolution time**, unlocking contextual insights across their complex cloud systems.  
[Read how →](#)

**Explore more**

- Observability for cloud-native success**  
Traditional monitoring does not measure up to today's cloud complexity.  
[Dive deeper →](#)
- The best way to maintain app health?**  
Learn how observability improves reliability and performance.  
[Watch now →](#)
- Keeping microservices healthy isn't easy**  
Discover proven strategies and emerging AI-driven methods for faster remediation, automated prevention, and improved resilience in cloud-native applications.  
[Read the whitepaper →](#)
- Transform anomaly detection & resolution**  
Learn how to do it reliably and with speed.  
[Watch now →](#)

# IBM Instana on AWS - NEW PMK

**PMK Key Message:** Instana gives AWS teams complete visibility across infrastructure, applications, and services with industry-leading high-fidelity data, ensuring no issue escapes detection.

**Target Persona:** DevOps IT Management, influencers and technology teams (Site Reliability Engineers).

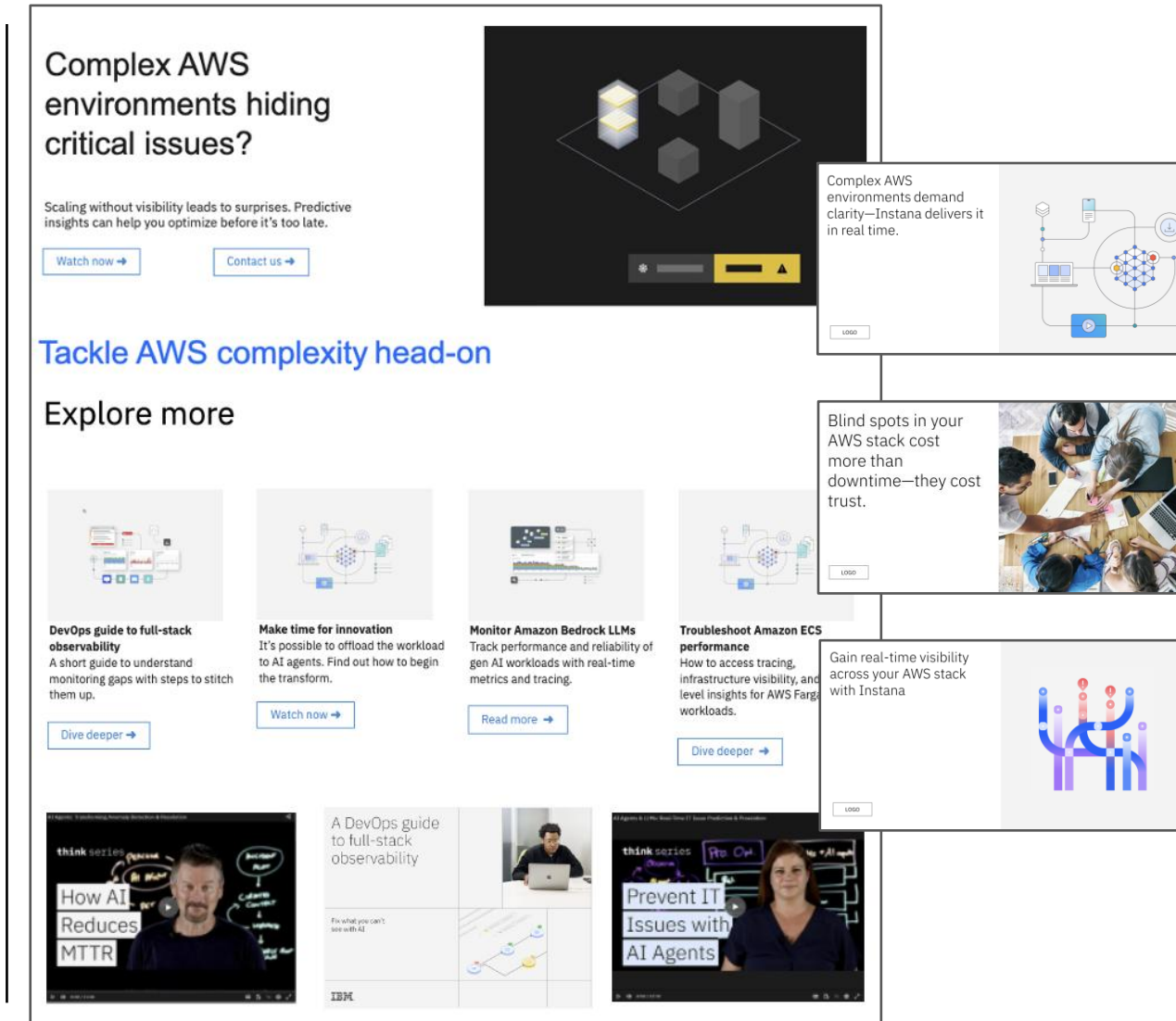
**Key Content & Assets:**

**Prepare:** Campaign guide

**Prospecting (digital):** Email Nurture, Landing Page, eBook, Blog content x2, Video x2

**Progression (digital):** Email x3, Landing Page, Blog Content x2, Trial, Video x2

 [IBM Instana on AWS PMK](#)



**Complex AWS environments hiding critical issues?**

Scaling without visibility leads to surprises. Predictive insights can help you optimize before it's too late.

[Watch now →](#) [Contact us →](#)

**Tackle AWS complexity head-on**

**Explore more**

- DevOps guide to full-stack observability**  
A short guide to understand monitoring gaps with steps to stretch them up. [Dive deeper →](#)
- Make time for innovation**  
It's possible to offload the workload to AI agents. Find out how to begin the transform. [Watch now →](#)
- Monitor Amazon Bedrock LLMs**  
Track performance and reliability of gen AI workloads with real-time metrics and tracing. [Read more →](#)
- Troubleshoot Amazon ECS performance**  
How to access tracing, infrastructure visibility, and level insights for AWS Fargate workloads. [Dive deeper →](#)

**Blind spots in your AWS stack cost more than downtime—they cost trust.**

**Gain real-time visibility across your AWS stack with Instana**

**How AI Reduces MTTTR**

**A DevOps guide to full-stack observability**

**Prevent IT Issues with AI Agents**

# webMethods Hybrid Integration - NEW PMK

**PMK Key Message:** IBM webMethods Hybrid Integration is an AI-powered iPaaS that unifies apps, APIs, data, and workflows across hybrid cloud for faster, smarter automation – 50% cut of implementation time.

**Target Persona:** IT Integration leaders, as well as business executives such as VPs of Sales, CMOs, CFOs, and Head of Supply Chain.

## Key Content & Assets:

**Prepare:** Campaign guide

**Prospecting (digital):** Landing Page, Email Nurture, Analyst Brief, Case Study x3, eBook, Video, Whitepaper x2

**Progression (digital):** Email x3, Landing Page, Analyst Brief, eBook, Video, Whitepaper x2

 [webMethods Hybrid Integration PMK](#)

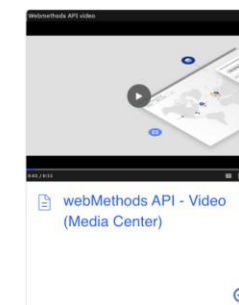
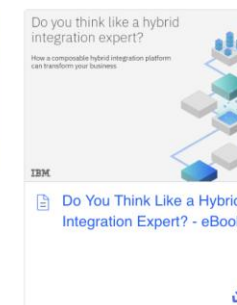
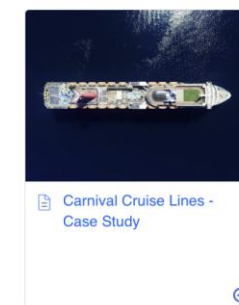
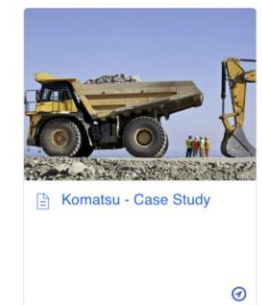
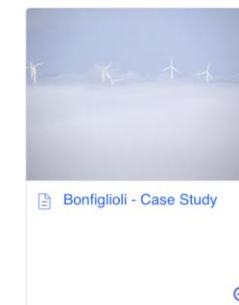
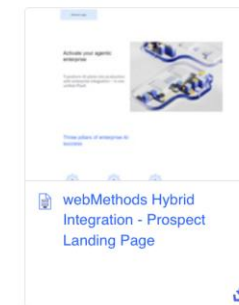
## WebMethods Hybrid Integration - Prepare

In this journey phase, we encourage you to become proficient with the technology you are selling by understanding and communicating the value proposition and key messaging before going to market.

This campaign includes:

> Campaign Guide

Download



# Max Out Your Asset Value with IBM Maximo Application Suite - NEW PMK

**PMK Key Message:** IBM Maximo Application Suite offers an industry-leading unified suite of asset maintenance, inspection, and reliability applications that puts data and AI to work.

**Target Persona:** Operations and Maintenance leaders or Finance and IT– IT/OT managers

## Key Content & Assets:

**Prepare:** Campaign guide

**Prospecting (digital):** Email Nurture, Landing Page, Social, Analyst Brief x2, Blog Content x2, Case Study x4, Video x3

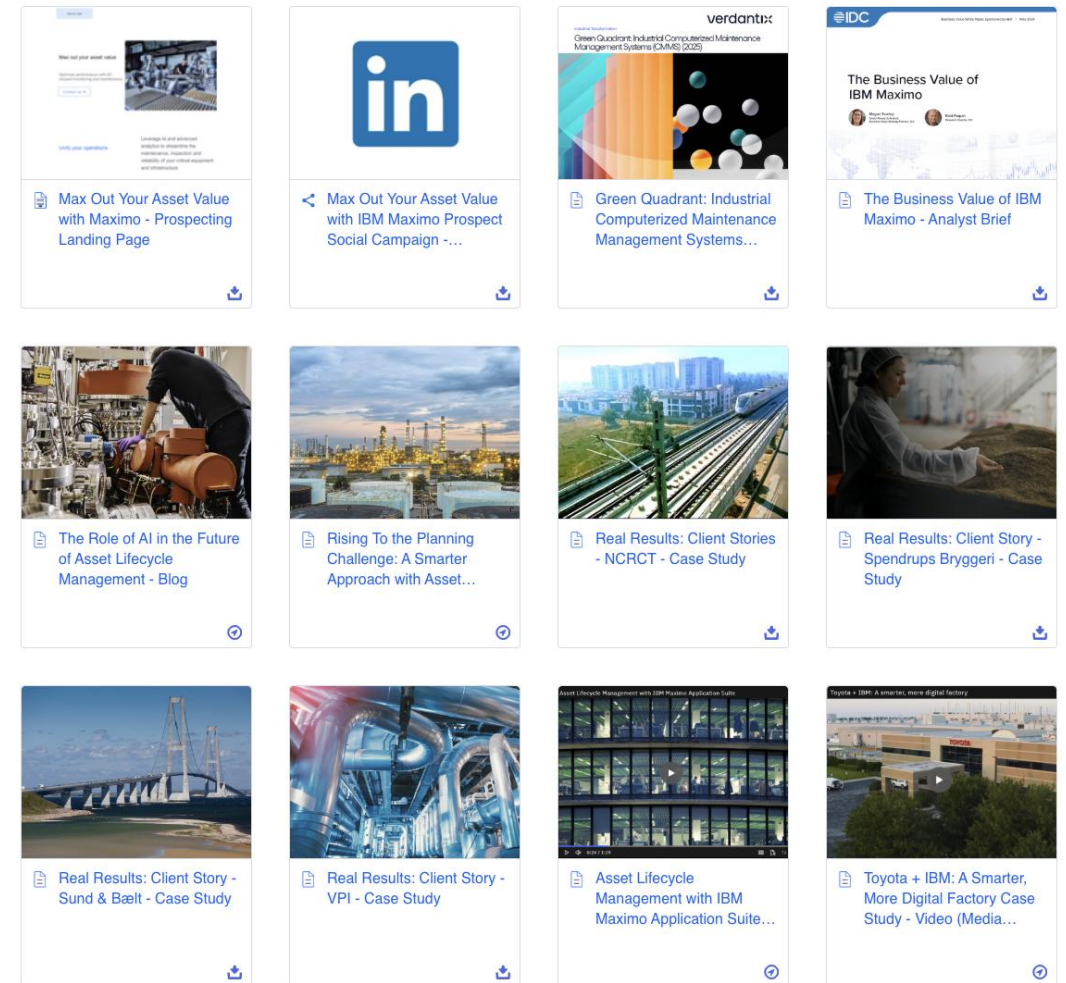
**Progression (digital):** Landing Page, Email Nurture, Social, Analyst Brief x2, Case Study x4, Demos x2, eBook, Solution Brief, Video x2

 [IBM Maximo Application Suite](#)

Leverage campaign tactics to promote and drive awareness. Use these marketing assets to drive more traffic to your campaign. Download all of the tactics below by using the downloader to the right or choose to download individually as needed.

[Download All tactics](#)

**Please Note:** Banner Ads are not included in the Download All process and must be Activated from the Campaign.



- Max Out Your Asset Value with Maximo - Prospecting Landing Page
- Max Out Your Asset Value with IBM Maximo Prospect Social Campaign - ...
- Green Quadrant: Industrial Computerized Maintenance Management Systems...
- The Business Value of IBM Maximo - Analyst Brief
- The Role of AI in the Future of Asset Lifecycle Management - Blog
- Rising To the Planning Challenge: A Smarter Approach with Asset...
- Real Results: Client Stories - NCRCT - Case Study
- Real Results: Client Story - Spendrups Bryggeri - Case Study
- Real Results: Client Story - Sund & Bælt - Case Study
- Real Results: Client Story - VPI - Case Study
- Asset Lifecycle Management with IBM Maximo Application Suite...
- Toyota + IBM: A Smarter, More Digital Factory Case Study - Video (Media...

# IBM Verify - NEW PMK

**PMK Key Message:** Secure, frictionless access for human and non-human identities; Solve the hybrid identity challenges with a vendor-agnostic identity fabric; Reduce identity risks without increasing admin workflows.

**Target Persona:** the campaign speaks to the daily challenges of the Identity and Access Management Leaders or SecOps Leader and IT infrastructure leaders.

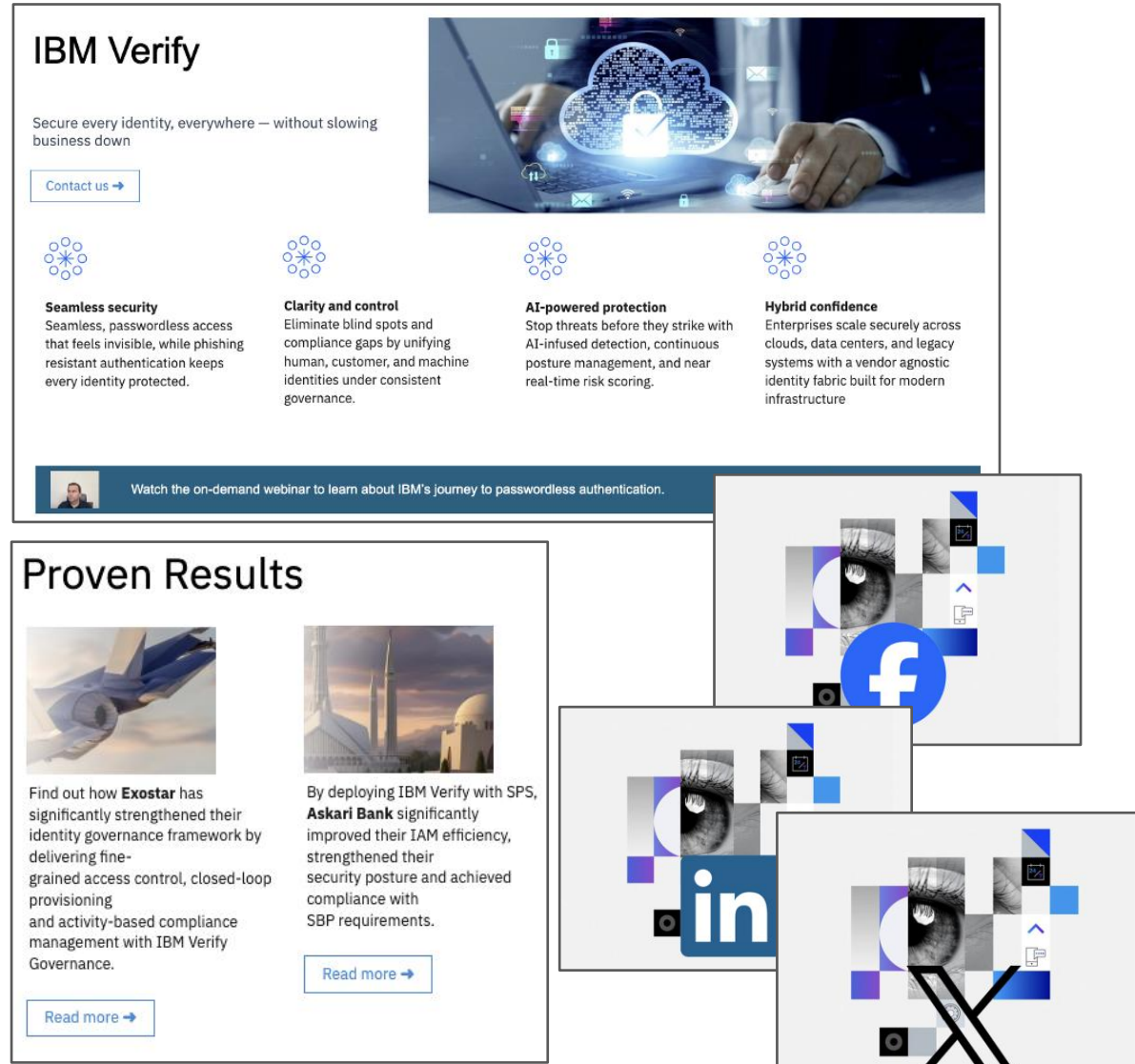
## Key Content & Assets:

**Prepare:** Campaign guide

**Prospecting (digital):** Email Nurture, Landing Page, Social x3, Video x 5

**Progression (digital):** Landing Page, Email Nurture, Analyst Brief x2, Trial

 [IBM Verify PMK](#)



**IBM Verify**

Secure every identity, everywhere — without slowing business down

[Contact us →](#)

**Seamless security**  
Seamless, passwordless access that feels invisible, while phishing resistant authentication keeps every identity protected.

**Clarity and control**  
Eliminate blind spots and compliance gaps by unifying human, customer, and machine identities under consistent governance.

**AI-powered protection**  
Stop threats before they strike with AI-infused detection, continuous posture management, and near real-time risk scoring.

**Hybrid confidence**  
Enterprises scale securely across clouds, data centers, and legacy systems with a vendor agnostic identity fabric built for modern infrastructure

Watch the on-demand webinar to learn about IBM's journey to passwordless authentication.

**Proven Results**

Find out how **Exostar** has significantly strengthened their identity governance framework by delivering fine-grained access control, closed-loop provisioning and activity-based compliance management with IBM Verify Governance.

[Read more →](#)

By deploying IBM Verify with SPS, **Askari Bank** significantly improved their IAM efficiency, strengthened their security posture and achieved compliance with SBP requirements.

[Read more →](#)

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# NEW Partner Marketing Kits to accelerate growth

Six new PMKs for Data Platform featuring persona-led approach, aligned to Select Territory focus products:

- [IBM Planning Analytics](#)
- [watsonx Orchestrate](#)
- [watsonx.data](#)
- [watsonx.data Integration](#)
- [watsonx.governance PMK](#)

\*IBM Bob PMK available in 1H'2026, date TBC

\*Translations to follow in February

## Partner Role in the Journey

- Activate the campaigns and deliver a unified IBM-Partner experience for every client
- Share feedback, ideas, and best practices that help us improve engagement and drive real results

New filters by [persona](#)  
[Persona](#) focused assets  
in prepare phase

[Refreshed content](#)  
prioritized by top  
performing assets

The screenshot displays the IBM Partner Marketing Kits interface. At the top, there is a navigation bar with the IBM logo and links for Home, All Campaigns, Partner Marketing Kits, Innovation Studios, Asset Library, Education, and My Marketing. A search bar is located at the top left, and a 'SHARE RESULTS' button is at the top right. The main content area is divided into two columns. The left column, titled 'Narrow Your Search', contains several filter sections: 'Buyer Persona' with selected options like 'AI Leaders & AI Decision Makers', 'Data Leaders', 'Finance/Business Analysts', and 'Security, Governance & Risk Leaders'; 'Product Category'; 'Product Offering'; and 'Select a Language' with 'English' selected. A 'RESET' button is located at the top right of the search filters. The right column, titled 'Partner Marketing Kits - 6', displays a grid of six marketing kits. Each kit has a thumbnail image, a title, and a brief description. The kits shown are: 'watsonx.governance PMK' (Prepare - Prospect - Progress), 'IBM Guardium AI Security PMK' (Secure AI models and AI agents. Automatically discover shadow AI.), 'watsonx.data Integration PMK' (Transform raw data into AI-ready data), 'watsonx.data PMK' (Improve AI accuracy with the hybrid, open data lakehouse), 'IBM Planning Analytics PMK' (Plan faster and smarter with AI-powered business planning), and 'watsonx Orchestrate PMK' (All your AI agents in an open solution.). A 'Setup Checklist' button is visible at the bottom left of the interface.

# 4 Data Platform persona campaigns to drive Select Territory pipeline

PERSONA-TAILORED, OMNI CHANNEL CAMPAIGNS

Data Platform (4)

AI Leaders and AI Decision Makers | Data Leaders | Finance Leaders  
| Security, Governance & Risk Leaders

*Persona-first content including Select Territory tailored peer reviews & client and partner stories.*

Non-linear, omni-channel journey from awareness to engagement and conversion.



Email



Web



Events



Webinars



Paid media

PERSONAS



MARKETING TOUCHPOINTS

INBOUND

- Nurture engaged leads with relevant content based on behavior
- Automated follow-ups from form fills, downloads, or event sign-ups
- Delivering personalized drip sequences that educate and convert

- Organic growth optimization workstream building Topic Pages
- Dynamic personalization based on visitor profile or past engagement
- Updating core web experiences with persona centric messaging

- Attract inbound interest via owned or sponsored events
- Capture leads through registrations and on-site engagement
- Build community and trust through brand-led experiences

- Thought leadership and solution oriented webinars 2x month
- On-demand versions used for nurture and education

- Always-on awareness and retargeting
- Paid Search, LinkedIn, DCO, Content syndication
- Optimized for inbound conversion (content downloads, trials, demos)
- Target by keywords, intent, and persona

OUTBOUND

- Cold prospecting outbound emails targeting ICP accounts showing 1<sup>st</sup> and 3<sup>rd</sup> party intent
- Re-engagement emails to those contacts showing signs of life but not converting
- Personalized to the role in the buying committee
- Piped into Inbound Persona Nurture

- Future: Personalized landing pages for ABM campaigns
- Future: Dedicated microsites or content hubs for targeted accounts
- Retargeting destinations from paid and outbound outreach

- Invite and host targeted accounts for deeper relationship-building – TechXchange
- Coordinate with sales for pre- and post-event 1:1 meetings
- Use event data to trigger account follow-up plays

- Leveraging on-demand webinars in email prospecting cadences
- Used to accelerate deals or expand existing accounts

- Account lists are used in paid media targeting

Integrated with Ecosystem:

- Joint Outbound planning
- Partner Marketing Kits & Content
- Progression campaigns
- Reheat to dormant customers
- Competitive takeouts

# NEW Partner Marketing Kits available in MyDM

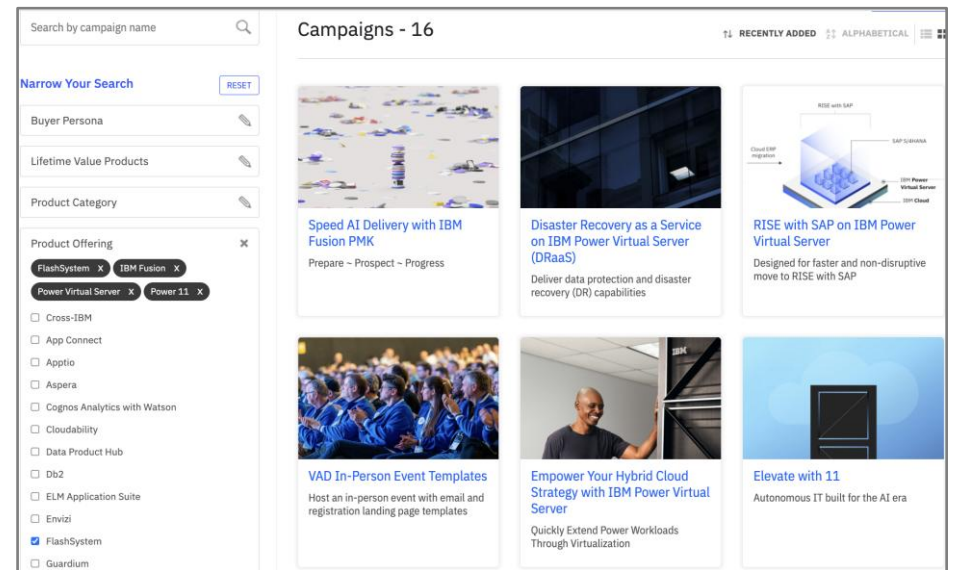
[16 Campaigns and PMKs for Infrastructure Platform](#), one net NEW PMK for Fusion aligned to Persona approach, FlashSystems PMK prepared for **Launch on February 15** promoting enhanced product capabilities.

- [Speed AI Delivery with IBM Fusion PMK](#)

Translations are available in 13 languages, or can be generated in real time directly from the platform at activation

New filters by **Persona**  
\*Filters by Product offerings still available.

Refreshed content prioritized by top performing assets, accessible from **Asset Library**



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## Partner Role in the Journey

- Activate the campaigns and deliver a unified IBM-Partner experience for every client
  - Share feedback, ideas, and best practices that help us improve engagement and drive real results
-

# Speed AI Delivery with IBM Fusion - NEW PMK

**PMK Key Message:** **IBM Fusion** is the modern, hyperconverged platform designed to activate the full power of all enterprise data for AI with a resilient, cloud-native foundation.

**Business challenges:** Data fragmentation, process inefficiencies, security threats, and the complexity of multi-cloud management.

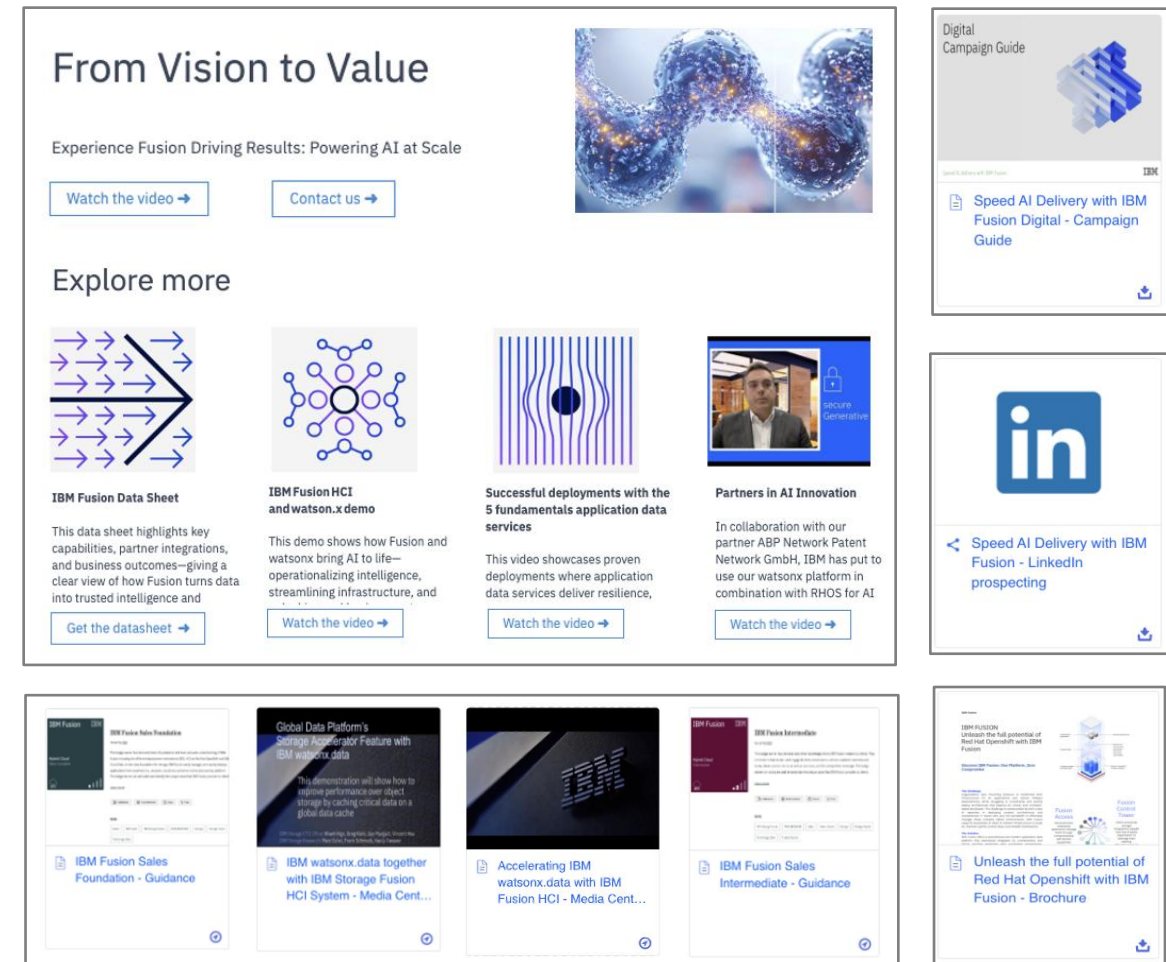
**Target Persona:** campaign speaks to the daily pressures of Directors of IT Infrastructure and IT Managers.

## Key Content & Assets:

**Prepare:** Campaign guides for digital and event, IBM website resources, playbooks, sales guidance

- 1. Prospecting digital:** Email Nurture, Landing Page, Vides x3, Social tiles, Brochures, Solution Brief x2
- 2. Prospecting event:** (on-demand) Invitation and follow-up emails, Join, Registration and Confirmation Pages
- 3. Progression digital:** Email Nurture, Landing Page, Social, Data Sheet, Blog Content, Guidance, Video x3

 [Speed AI Delivery with IBM Fusion PMK](#)



The collage features several digital marketing assets:

- From Vision to Value:** A main landing page with a video player, a "Contact us" button, and a "Watch the video" button. It includes a section "Explore more" with four tiles: "IBM Fusion Data Sheet", "IBM Fusion HCI and watsonx demo", "Successful deployments with the 5 fundamentals application data services", and "Partners in AI Innovation".
- Digital Campaign Guide:** A guide titled "Speed AI Delivery with IBM Fusion Digital - Campaign Guide".
- LinkedIn Tile:** A LinkedIn social tile titled "Speed AI Delivery with IBM Fusion - LinkedIn prospecting".
- IBM Fusion Sales Foundation - Guidance:** A tile titled "IBM Fusion Sales Foundation - Guidance".
- IBM watsonx.data together with IBM Storage Fusion HCI System - Media Cent...:** A tile titled "IBM watsonx.data together with IBM Storage Fusion HCI System - Media Cent...".
- Accelerating IBM watsonx.data with IBM Fusion HCI - Media Cent...:** A tile titled "Accelerating IBM watsonx.data with IBM Fusion HCI - Media Cent...".
- IBM Fusion Sales Intermediate - Guidance:** A tile titled "IBM Fusion Sales Intermediate - Guidance".
- Unleash the full potential of Red Hat OpenShift with IBM Fusion - Brochure:** A tile titled "Unleash the full potential of Red Hat OpenShift with IBM Fusion - Brochure".

# Infrastructure Persona Journey

Partner with Product marketing to define ICP

CAMPAIN MESSAGING FRAMEWORK

**Infrastructure**

Qualify Example: <https://app.box.com/s/7zmmw0t1as8at9zph4g4h4p>

Optimize your infrastructure for adaptability and resilience			
<b>PIKAR TITLE</b>	Speed AI delivery	Strengthen cyber resilience	Embrace hybrid flexibility
<b>PIKAR DESCRIPTION</b>	Architect your infrastructure to handle massive data requirements and unique access patterns by enabling rapid deployment of AI and containerized applications.	Stop ransomware before it starts. Protect data with removable snapshots and AI-driven hybrid cloud environments.	Run applications and data in a consistent way with hybrid cloud infrastructure to optimize critical workloads performance, security and cost.
<b>TARGET AUDIENCE</b>	<b>Primary Persona:</b> <ul style="list-style-type: none"> <li>VP Infrastructure</li> <li>IT Director</li> <li>IT Manager</li> <li>Director of SAP Solutions</li> <li>Application Manager</li> <li>Storage Manager</li> </ul> <b>Influencers:</b> <ul style="list-style-type: none"> <li>CIO, CTO, CDO</li> <li>VP of Finance, VP of Operations</li> <li>SAP Center of Excellence Leads</li> <li>IT Architect</li> </ul>		
<b>PIKARS</b>	Speed AI delivery	Strengthen operational resilience	Embrace hybrid flexibility
<b>25-WORD ESUME</b>	Architect your infrastructure to handle massive data requirements.	Stop ransomware before it starts. Protect data with removable snapshots and AI-driven.	Run applications and data in a consistent way with hybrid cloud.

Identify TAM based on ICP to focus where we need to win

Select Accounts either \*Installed or over Revenue in 2024 or 2023 FYD

Segment	Install and/or > \$400M	Install and/or > \$300M	Install and/or > \$200M	Install (Regardless of Revenue)
US National Market	19,845	22,934	26,231	16,539
NCEE Market	4,236	17,083	25,141	5,098
Japan Market	7,286	11,715	12,258	5,993
DACH Market	6,692	10,961	14,946	4,982
Greater China Group Market	6,266	12,429	17,708	2,176
India Market	4,497	6,541	9,097	3,963
UK Market	4,339	8,035	11,799	2,430
Latin America Market	4,020	7,107	10,477	2,865
SPQI Market	3,226	4,934	7,564	2,762
India/South Asia Market	2,970	5,733	8,519	1,470
ASEAN Market	2,816	5,877	8,899	1,462
ANZ Market	2,445	4,079	5,469	1,462
Middle East/Africa Market	2,427	3,708	5,124	1,696
France Market	2,378	4,591	7,594	1,927
Canadian Market	2,350	3,876	5,553	1,514
US Top Market	1,468	4,434	8,959	78
Korea Market	1,028	1,686	2,098	570
US Prior Sic Market	34	34	35	31
<b>Global Accounts</b>	<b>83,316</b>	<b>135,750</b>	<b>192,404</b>	<b>57,365</b>

Covering Accounts at the Global (TOT\_B) Level (INDUSTRY or GEOGRAPHY or URM, IBM\_COPM) and removing accounts with no DUNS

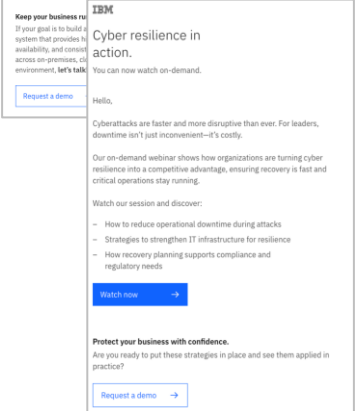
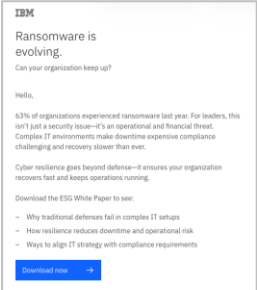
Downloads Cyber Resilience IDC white paper



Downloads Operational Resilience white paper

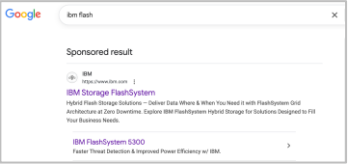


Opens Emails

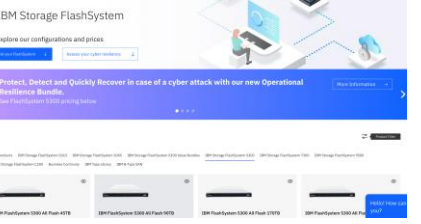


Lead score = 60

Googles IBM Flash Lands on product page Explores product pricing

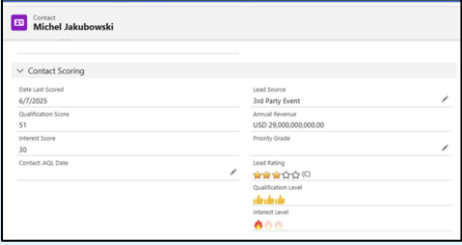
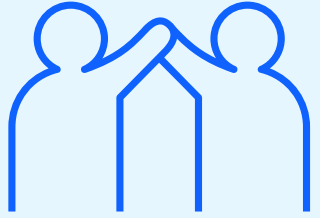


Link to FlashSystem landing page



Link to pricing page

Lead score is now 100



Passed to sales to continue the follow-up

# Select Territory Persona Campaigns

Persona Campaigns	Sample Job Titles (not exhaustive)	Business unit	Product Focus for Select segments
AI Leaders and AI Decision Makers	AI and IT Leaders: Head of AI, VP/Dir/Head of IT, Technology LoB Leaders: VP/Director of Talent Acquisition, HR, Head of Sales, Customer Service, etc.	Data	watsonx orchestrate, watsonx Code Assistant
Data Leaders	VP/Dir/Head of Data, Data Architecture, Data & Analytics	Data	watsonx.data, watsonx.data integration
Integration	VP/Dir/Head of Integration, VP Marketing, Dir Mktg Operations, VP Finance etc.	Automation	webMethods Hybrid Integration
Security, Governance & Risk Leaders	Data Security leader, Information Security Analyst/Engineer, Cloud Security Architect, Data Protection/GRC Officer, Head of AI Governance and Ethics	Data	Guardium, watsonx.governance
DevOps	DevOps Engineer, Platform Engineer	Automation	Instana, Concert, Kubecost*, Terraform* Cloudability*
Identity	VP/Dir/Head of IT Security, VP/Dir/Head of Identity and Access Management, Identity Engineer	Automation	Verify, Vault*
Finance/Business Analysts	VP/Dir/Head Finance/Accounting, FP&A Leaders, FP&A Analysts	Data	Planning Analytics
Operations & Facilities	VP/Dir/Head Operations, VP/Dir/Head Enterprise Asset Mgmt, VP/Dir/Head of Facilities	Automation	Maximo
Infrastructure	VP/Dir/Head IT Infrastructure, Storage Admin, IT Manager	Infra	Power VS, IBM Fusion, FlashSystem

- Products with eCommerce specific focus:
- SPSS
  - Aspera
  - Cognos
  - NS1
  - MaaS360

\*Hashicorp and Apptio marketing teams will continue to run campaigns in service of their priority products