



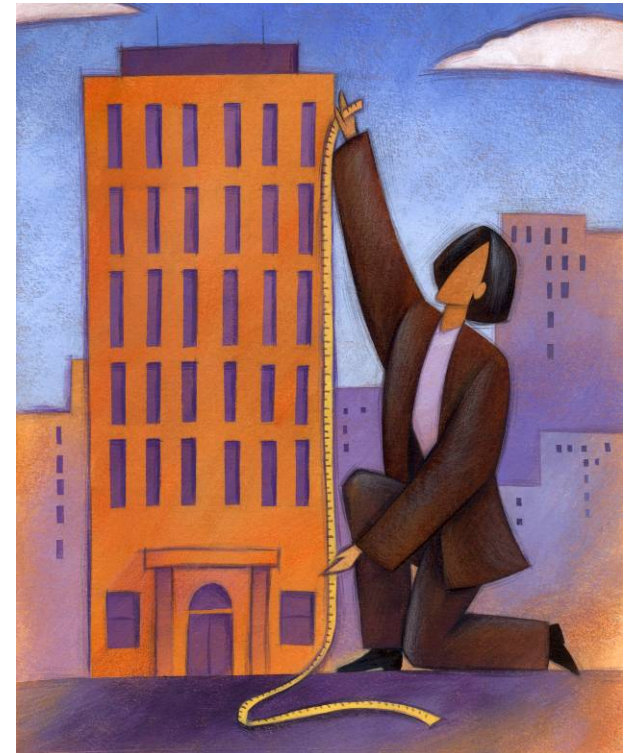
The Business Innovation Network

Inspiring Change for the Better.

Intelligent Market Engagement™ to Leverage a Valuable Channel of
Access, Influence, and Insight

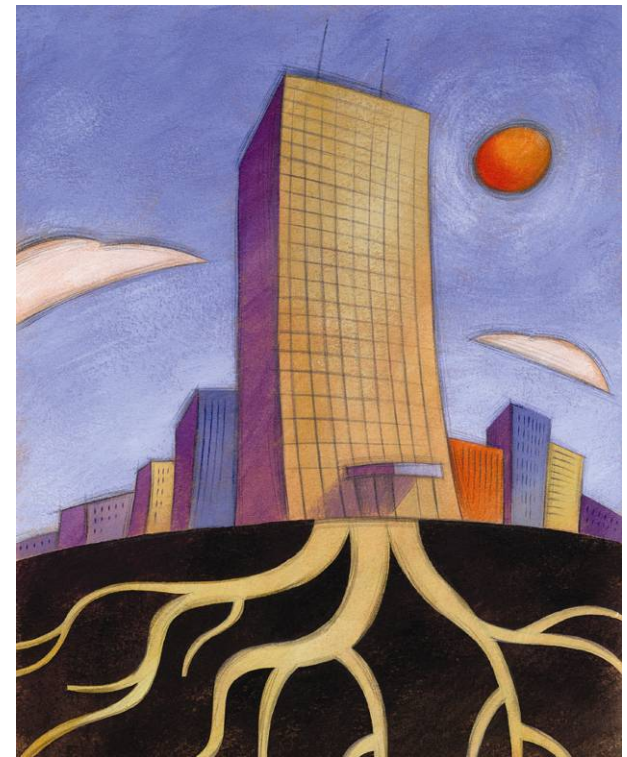
What It Is

- Elite knowledge exchange and peer-powered network of 1,000+ senior global executives across multiple disciplines
- Provides support, insight and best practices to more than 100,000 senior executives globally
- Establishes deep and valuable authority leadership content, demand and lead generation for program underwriters



Why It's Relevant

- Renewed growth brings heightened competition for markets, talent, capital, ideas, and innovation
- Profound business realignment underway
- New thinking and inventive approaches required to redesign processes, products, and business models
- Rapidly emerging global markets, distributed talent, and intellectual capital sourcing required to tap complex, diverse, cost-driven regional opportunities



What It Does

- Explores and shares emerging trends and transformational practices that are reshaping world markets and the competitive landscape
- Drives more inventive, market-centered, operationally efficient, and competitive thinking and business behavior
- Advances business value, customer gratification, sustainability, and competitive advantage



Members

- Membership represents enterprises with \$500+ billion in combined annual revenues
- C-Level members engage in research, thought leadership, and knowledge exchange programs around a variety of strategic issues and challenges
- Membership exclusive to corporate executives who hold decision making authority in their corporation, line of business, brand, subsidiary, or market



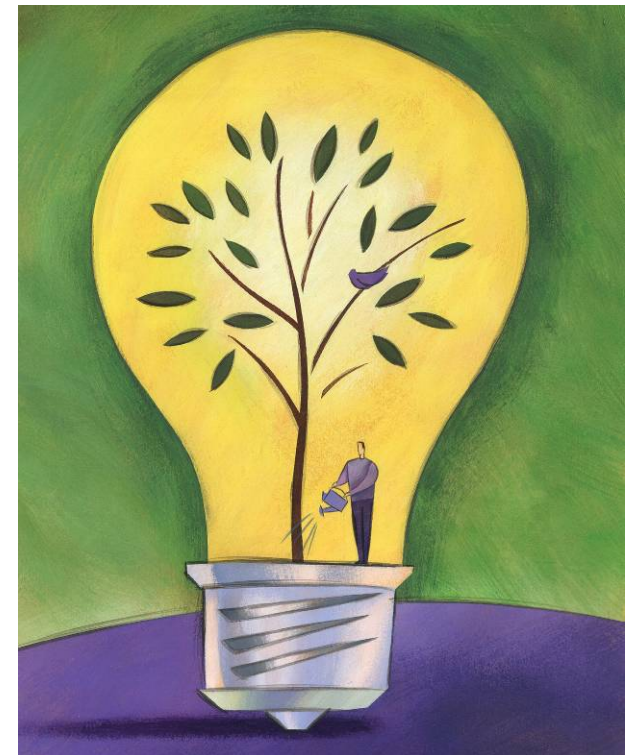
Embracing Authority Leadership

- Assume a relevant position that resonates with buyers/specifiers
- Develop a strategy advocacy agenda that advances customer performance, engagement and value
- Create robust point-of-view platforms that attract attention, challenge thinking and predispose markets
- Commit to continuous, thoughtful interaction and engagement with customer markets



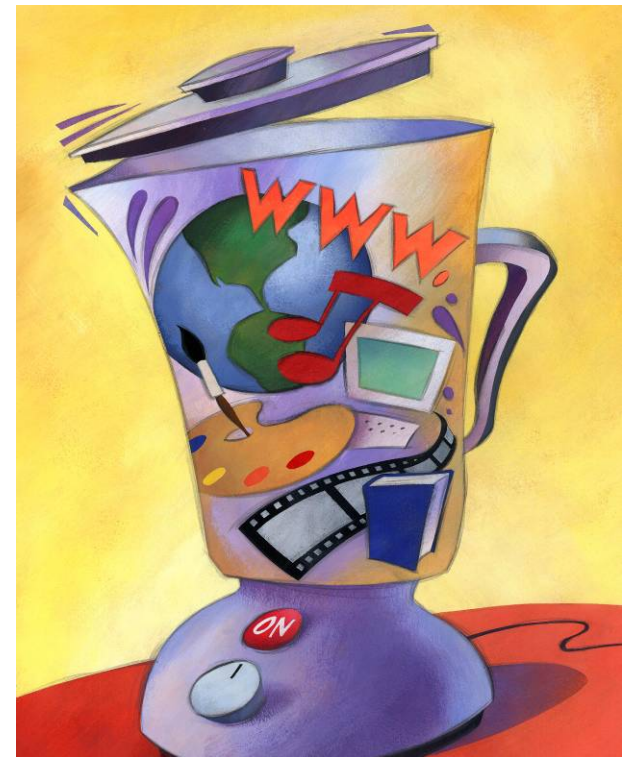
Benefits of Authority Leadership

- Primes and conditions market to create more receptive selling environment
- Shapes and influences the customer's strategic agenda and spend priorities
- Identifies and qualifies potential prospects; facilitates introductions and ongoing conversations
- Gathers intelligence and insight to refine and support value propositions
- Builds brand credibility, relevance and mind share



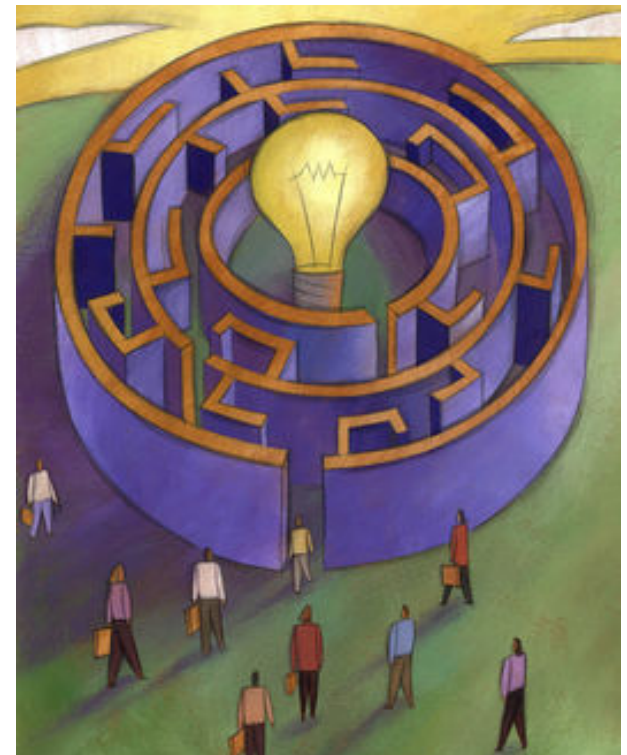
Areas of Focus & Engagement

- Key areas of Authority Leadership engagement will include:
 - Information access, integration and data security
 - Business process innovation and management
 - Corporate competitiveness & strategic planning
 - Global supply and demand chain integration
 - Business alliances and partnering
 - Sustainability and environmental best practices
 - C-level alignment across finance, IT, operations, sales and marketing
 - Corporate visibility, accountability & compliance



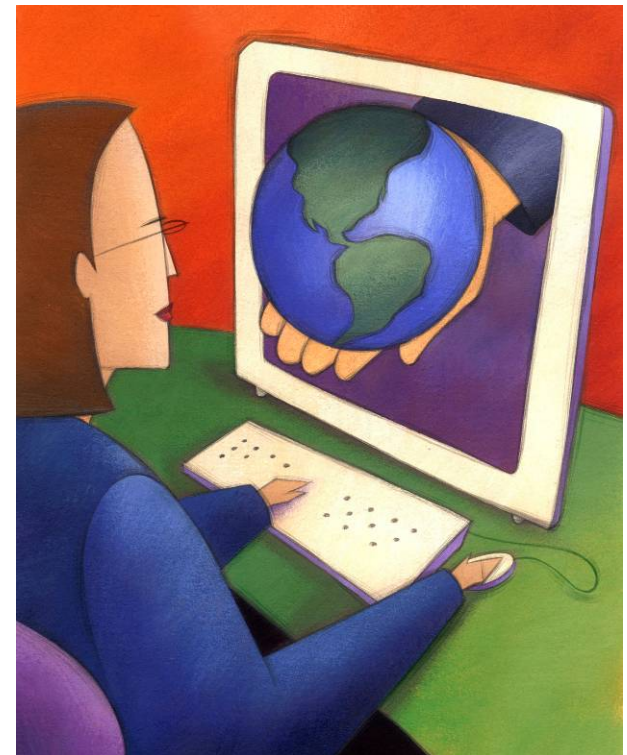
BPI Network Program Elements

- Qualitative & quantitative research
- Intellectual capital building
- Content marketing and syndication
- Lead generation
- Business & trade media outreach
- One-to-one relationship building



Typical Program Deliverables

- Media Tracking Reports
- Leads and Contact Lists
- Dinner Dialogues
- Roundtables
- Plug-in Panels for Conferences
- Program Website
- Reference Content and Resources
- Research Reports
- Webinars/Web Conferences
- Media Briefings



Special Interest Groups

- Offering areas of specialized, directed and targeted conversations around key issues and mandates



www.globalgreenexecutives.org



www.bpmforum.org/csr



www.bpmforum.org/DecisionROI



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CASE STUDIES

Measurable Results Through Intelligent Market Engagement

Acceleration of ECO-Operation

- Acceleration of ECO-Operation™, in partnership with sponsor E2open, is an authority leadership initiative that seeks to assess progress and educate the market on the imperative to eliminate environmental waste and better control complex, globally distributed supply chains



Sponsored By:



- Cross-industry survey interaction with hundreds of executives responsible for environmental and supply chain operations
- More than 800 leads delivered from report downloads and program participation
- One on one engagement and dialogs with executives from Walmart, BP, Kraft, Green Mountain Coffee, Conagra, Lenovo, Stonyfield Farms, Electrolux, IBM and many others
- Two dozen articles in major trade, business, environmental publications, blogs, and social media

Collaborate to Innovate

- Harvesting the potential of Business Collaboration Networks to improve customer experience and business performance and create competitive differentiation



- Multi-channel thought leadership campaign to kick start conversations around cross functional, vendor and customer collaboration
- 50+ page report featuring executive insights from over 400 executives across the c-suite
- Delivered over 675 leads (and counting) from content download
- Produced video vignette series with key influencers in supply chain, operations, IT and customer experience from brands including Kimberly Clark, Whirlpool, Fedex, and GalaxoSmith Klein

Sponsored By:

Sterling Commerce
An AT&T Company

Think Eco-Logical

- Milestone thought leadership initiative sponsored by SGI and Intel to combine environmental concern and commitment with rational business management in the data center



- Development of industry-first interactive Eco-IT Monitor to gauge direct effect of eco measures on data center, power costs, and carbon emissions
- Over 1000 downloads of program reports and whitepaper
- 125 additional highly qualified leads in first few weeks of launch of interactive Eco-IT Monitor
- Leads and executive engagement with Sony, Merrill Lynch, GlaxoSmithKline, Intuit, Orange, Citi, McKesson, Disney, Sprint, Yahoo!, Time Warner
- More than 20 prominent media articles on program and launch

Sponsored By: 

Uptime @ Crunchtime

- Authority leadership marketing and demand generation campaign focused on the need for data speed and uptime at critical business inflections



- More than 250 leads generated through program participation and content downloads
- Engagement with senior IT professionals from companies like UBS, Estee Lauder, Cognos, Novell, E*TRADE, Verizon, JP Morgan Chase and others
- 5 million+ media impressions in business and tech trades including the Wall Street Journal

Sponsored By:



Lean & Green

- Authority leadership marketing and demand generation campaign underwritten by BlueArc to promote datacenter enviro sustainability and efficiency



- More than 500 actionable lead contacts from survey responses, registrations and downloads
- Leads include IT leaders from Chrysler, Citibank, Philips, Bloomberg, Ernst & Young, Lockheed-Martin, Google, Ford, Eli Lilly, Tyco, Bosch, U.S. Dept. of Energy, U.S. Dept. of Commerce, National Australia Bank, First National Bank of South Africa, Siemens, Carnegie Mellon, Harris Interactive, Infosys, EDS, Mercer, Ricoh, National Park Service, IBM, HP, NetApp, Seagate, Cisco, EMC, Juniper, BMC, Ingram Micro, Dell, Bull, Nortel, CA, Microsoft, Alcatel Lucent, and others.
- More than 2 million media impressions in top technology publications such as CIO, NetworkWorld, InformationWeek, eWeek, Baseline, GreenerComputing

Sponsored By:



Business Gain From How You Retain

- Assessed the degree to which major brands are unifying and centralizing customer data, undertaking effective marketing analytics, and embracing advanced segmentation strategies



Sponsored By:



- More than 750 leads delivered to sponsorship coalition
- Webcast included speakers from CSC, Iron Mountain and Gateway Computers discussing data integration and customer retention best practices
- Brands engaged through research leadership include Continental Airlines, Orange, Capitol One, Fujitsu, Avaya, Nortel, Comcast, Adobe and more



Contact

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