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Driving Economic Growth: IBM Investments in Small Business Development



IBM's objective is to provide economic growth and job generation through small business development

Why has IBM done this?

- Foster economic growth in underserved countries and markets
- Demonstrate the value of IBM innovation
- Increase visibility with potential small business clients whose IT needs are becoming increasingly sophisticated

Who is the target audience?

- High growth emerging markets e.g. India, South Africa & Brazil
- Women and minority owned businesses in the U.S.
- Veterans and people with disabilities

What is IBM's Role?

- Co-branded and co-developed the SME Toolkit
- Re-engineered the entire SME Toolkit platform
- Marketing and promotional support of country deployments where IBM has a strategic interest

It was designed to provide the tools, content and resources small business owners need for success

What makes it special?

Customized:

- **Tools:** virtual business consulting 24/7
- **Content:** to increase productivity, efficiency and capacity
- **Resources:** solutions to the “where do I go” questions

Who was it designed for?

- Budding entrepreneurs
- Small business owners who want to improve their business

Types of Content

- Tools
- Training
- How-to-Articles
- Resources
- Business Forms
- Accounting & Finance
- Business Planning
- Green Business
- Human Resources
- International Business
- Legal & Insurance
- Marketing & Sales
- Operations
- Technology
- Asian-owned Businesses
- Black-owned Businesses
- Hispanic-owned Businesses
- Native American-owned Businesses
- Women-owned Businesses
- Veterans
- People with Disabilities



Desire to Go Global? Explore the International Business Exporting Channel and Atlas

**The Toolkit has
expanded to more
than 35 markets in
18 languages!**

International Business

Exporting Channel



How do you go global?
Our how-to articles will
help you understand the
international
marketplace.

“50 Ways to go Global”

*“Where in the world are your
cross border customers?”*

Veteran Owned Businesses

SME Toolkit
Build Your Business

Log in | Register

AN INNOVATION OF IFC IBM

Community Home search Business Directory Quick Links

Toolkit Resources

- + Accounting & Finance
- + Business Planning
- + Green Business
- + Human Resources
- + International Business
- + Legal & Insurance
- + Marketing & Sales
- + Operations
- + Technology
- + Asian-owned Businesses
- + Black-owned Businesses
- + Hispanic-owned Businesses
- + Native American owned Businesses
- + Veteran owned Businesses
- + Women-owned Businesses

Home > Veteran owned Businesses

Veteran owned Businesses

Looking for the tools you need to start your own business?

See how you can join over two million Veteran business owners to start your own business. →

SME Toolkit
Build Your Business

Getting Started

- [Deciding on a Business](#) [PDF](#)
- [Discover an Even More Distinct Market and Then Capitalize on It](#) [PDF](#)
- [More Getting Started Resources](#)

Of Note

ACP AMERICAN CORPORATE PARTNERS

- Joint effort: IBM & American Corporate Partners – Mentoring Program and SME Toolkit

- ACP identified discrete SME Toolkit content to highlight

- More Resources' links back to ACP's new entrepreneurship content on their site

- Coverage

- Military Wire:

<http://blog.seattlepi.com/militarywire/archives/208457.asp>

- Youtube IBM Video

<https://www.youtube.com/watch?v=kNWaTrRhcn8>

<http://us.smetoolkit.org/us/en/category/6387/Veteran-owned-Businesses>

Examples of Other Topics Covered

- Tips for Managing Termination
- Employee Reference Phone Script
- Sample Non-compete Agreement
- Performance Appraisals
- Thanking Your Employees with a Holiday Gift
- Effective Tradeshow Planning
- Providing Superior Customer Service
- E-Commerce
- Advertising – Yellow Pages, Print Ads and Brochures

Demonstration of Key Components of SME Toolkit Web site

- Accounting and Finance
- Business Planning
- Human Resources
- Exporting
- Legal and Insurance
- Marketing and Sales
- Operations
- Technology
- E-learning
- Women Owned Businesses
- Veterans
- Business Industry
- Success Stories



Sample Business Plan



Cover Letter for Loan Application
Sample Template



Welcome to the Small Business Information Center



Jolie's Java Joint



Marketing and communication channels are the medium used to deliver the key messages of the SME Toolkit to the identified audience segments

*Marketing and Communication channels are your main vehicle to **build value** with your audience and are effective tools to build **awareness of the SME Toolkit***

Communications Objectives:

- Provide relevant and current information about the SME Toolkit
- Enable your audience with the right information at the right time for them
- Build adoption so that the maximum value can be harvested from the tool

A three step process will be used to evaluate marketing and communication channels



Consider new marketing and communication channels

- Newsletters
- Brochures
- E-mail Marketing
- Blogging
- Guest Blog Posts
- Photo Galleries
- Raffle/coupons/free services/lottery/recruitment
- Speaker Bios
- Expert Articles for Industry Sites
- News websites
- Press releases
- Awards
- Panel Discussions
- Retreats
- e-Books
- LinkedIn
- Webinars
- Podcasts
- Games / apps
- E-boards
- Videos / YouTube



Become a registered user

Register here and promote your business!



SMEToolkit
Build Your Business

Log in | Register

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Community Home search Business Directory Quick Links

Register

Becoming a member is free and only takes a few moments. By registering now, you'll be able to create a free business directory listing and web page, participate in community forums, chats, and online conferences on small business management topics, get access to a wide variety of business management content, and keep up-to-date with our latest features and programs.

Login Information

You will use your email address and password to log in to this Web site.

* Email address

* Confirm email address

* Password

* Confirm password

Note: Your password must be at least six characters long and may include a mix of characters and punctuation.

FREE Business Directory & Web Page!



Powered by IBM, Supplier Connection is a free, cloud based initiative to grow small businesses and create jobs in the United States. It helps connect small businesses to the supply chains of Fortune 500 corporations and other large organizations.



www.supplier-connection.net

Supplier Connection: Helping Small Business Access Supply Chains of Large Corporations

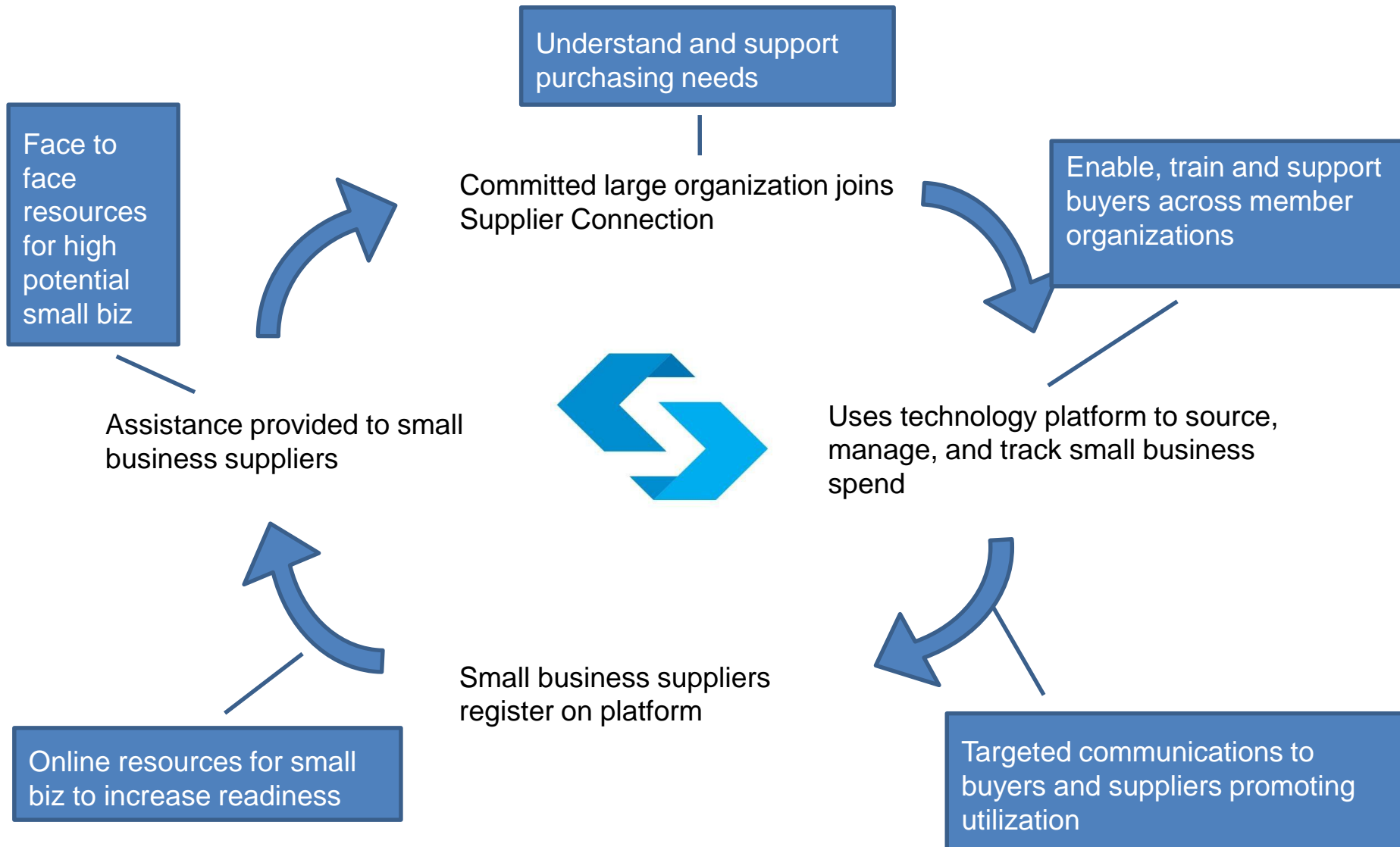
- IBM led and developed using IBM software
- 21 Member organizations (who total 300+ buyers)
- 3500+ Small Businesses
- Active in key sectors – Aerospace, IT, Education/Post-Secondary, Manufacturing
- Small business testimonial:

Amanda Neville, a partner at Thinkso Creative, a New York City design and marketing agency with a little more than 10 employees, said her firm has been reluctant in the past to apply for contracts with big companies because of the time and costs involved. "It has been a long and arduous process that didn't really yield anything," she said. However, she added that the new system has the potential to make the procurement process easier to manage. "For a small business, that's huge," she said.

Significant Performance and Growth in 2013

- **\$1.5B Spend** with Supplier Connection suppliers
 - **Up 100% or \$750M YTY**
 - YE 2012 = \$750M
 - Since inception, **over \$2.5B spend** with SC suppliers
- **\$15.6B Total member spend** with US Small Business Enterprises
 - **Up 9% or \$1.3B YTY**
 - YE 2012 = \$14.3B
- Total small businesses grew from **6,713 to 10,299**
- **60** Events with 5 keynotes/workshops about Supplier Connection
- Finalist for **2 Awards** - Institute of Supply Management (ISM) "Transformation Award" and IBM CIO's Design and Consumability Award

Supplier Connection Success Model



Current Supplier Connection Corporate Members



SIEMENS



Pitney Bowes

AMGEN

IBM



at&t

CATERPILLAR®

JPMORGAN CHASE & CO.



SANOFI



sage

facebook



MERCK

Be well



ManpowerGroup™



citi®

Kellogg's®

JOHNS HOPKINS
UNIVERSITY



JOHN DEERE



Office DEPOT.
Taking Care of Business



zerochaos

Wide Range of Products Purchased through Supplier Connection

Profile of a Small Business in Supplier Connection

- Consulting Services
- **5 to 50 employees**
- **< \$100K in Revenue**
- Operating for 10 – 24 years

Profile of a Small Business that was awarded a contract

- Subcontractor Workforce
- **20 to 100 Employees**
- **\$1M - \$5M in Revenue**
- Operating for 10 – 24 years

Commodity	#	% of Total
Consulting Services	528	22.4%
Marketing / Communications	253	10.7%
Industrial Mfg	205	8.7%
Sub Contractor Workforce	196	8.3%
Facilities Maintenance & Design	166	7.0%
Logistics	120	5.1%
Printed Material and Services	117	5.0%
Other Service	112	4.7%
Construction and Outside Plant work	92	3.9%
MRO / Supplies / Office Supplies	76	3.2%
HR Services	69	2.9%
Educational Services	64	2.7%
Other Facility Area	50	2.1%
Service Parts	48	2.0%
Lab Suppliers and Equipment	40	1.7%
Legal	40	1.7%
Security	35	1.5%
Market Intelligence / Research	33	1.4%
Financial Services	32	1.4%
Packaging Materials and Services	29	1.2%
Chemicals	22	0.9%
Food and Beverage Mfg	18	0.8%
Connectivity	13	0.6%

Supplier Connection – Dell and Lockheed Martin

Dell Joined - 2011

Procurement Needs -

- Industrial Manufacturing
- Technology
- Service Parts
- Logistics

Small Business Spend: \$787,944,022

Diversity Website

<http://eir.dell.com/engage/supplier-diversity/>

Small business entrepreneurs bring innovation to our supply chain, which helps us to deliver technology solutions that enable people everywhere to grow and thrive. We depend on the contributions of small and diverse suppliers to support our teams and serve our customers.

—Dell Supplier Diversity

Lockheed Martin Joined - 2013

Procurement Needs -

- Industrial Manufacturing
- Technology

Recent posting -

Be sure to check Lockheed Martin's Bulletin Board of Procurement

Opportunities for immediate needs. The Bulletin Board can be found at:

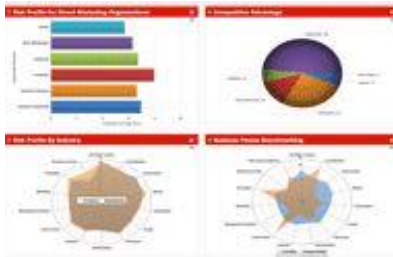
<http://www.lockheedmartin.com/us/suppliers/bulletin-board.html>

Supplier Connection offers Lockheed Martin greater access to a network of small and diverse suppliers. It also offers an integrated outreach strategy, leveraging social media to empower our procurement team to engage with small enterprises and educate them on how to do business with Lockheed Martin with no travel or costs involved to the supplier.

Supplier Academy – Resources for Growth

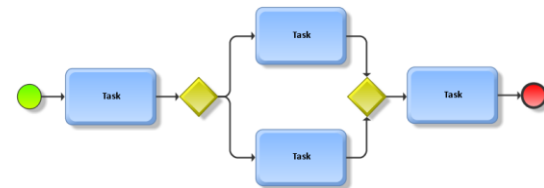
Self-Assessment

- Content derived from buyers
- Recommended actions



Screens/Standards

- Clear description of corporate processes and requirements



Case Studies

- Exemplar SC profiles
- Video and text on what works



Workshop Modules

- Workshops based on actual buyer requirements



Start Building Your Business Today!



Help new customers find your business.

Join the network of businesses already registered in our complimentary directory. →

www.us.smetoolkit.org **SMEToolkit**SM
Build Your Business

Looking for the tools you need to grow your business?

See how you can use our complimentary service to build and expand your business. →

SMEToolkitSM
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www.us.smetoolkit.org



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Thank you for participating!



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