



# the IBM GTS story

PURPLE  
B 2 B

at Purple we  
believe in  
communications  
that actually work



that's why we've built our  
business around imagining  
big, bold ideas that can  
actually get made ... and  
deliver results



so that brands, and the  
people who champion them,  
can make the impact they  
deserve to make



**but** don't just take our  
word for it, **let us show you.**  
**This is the IBM GTS story**

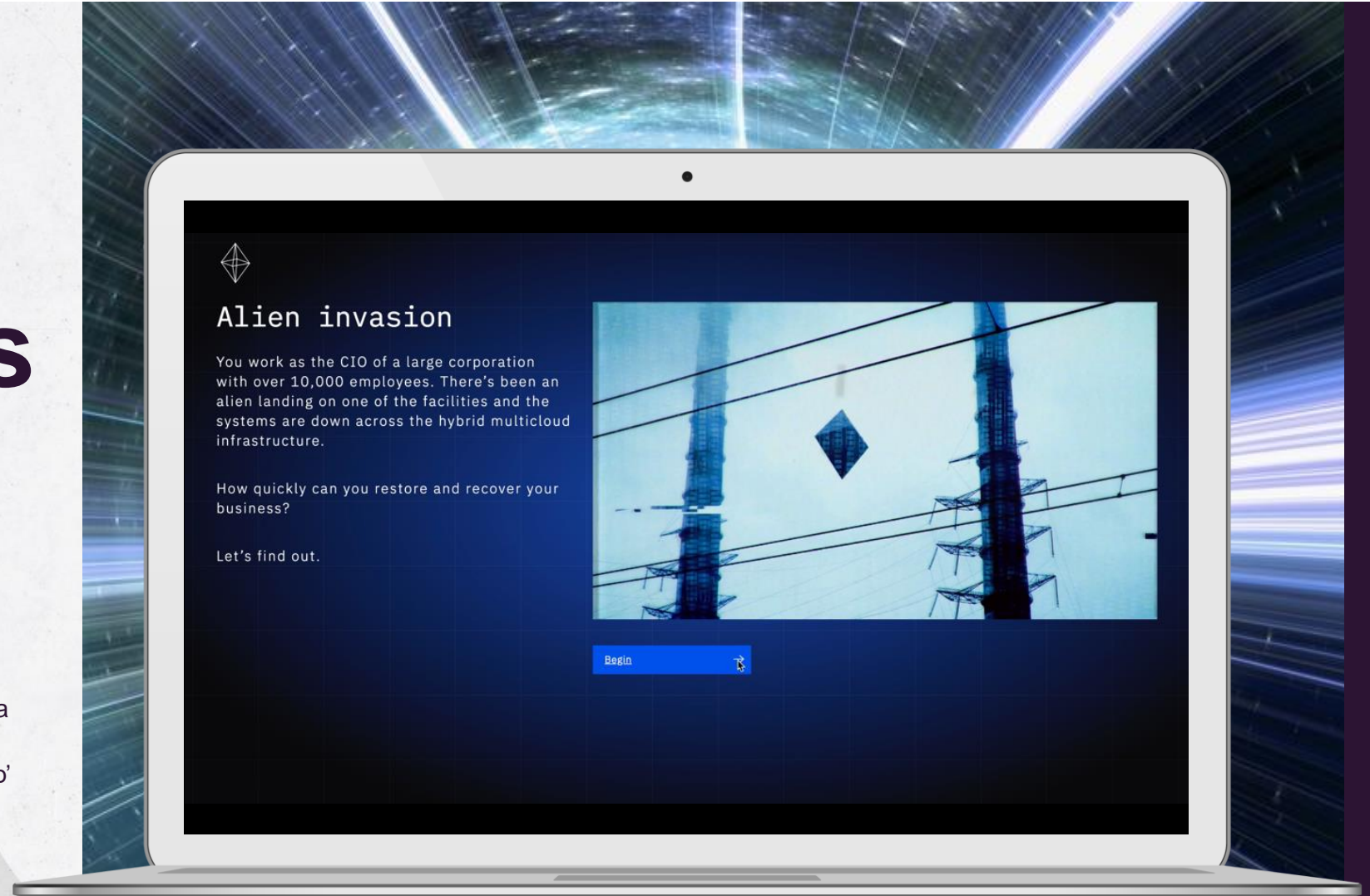




# walking in their shoes

## THE SITUATION

IBM are a large, multinational technology company, specialising in consulting and research across a broad spectrum of technological fields. To enhance their sales capabilities in 2020, they held a virtual Global Technology Services (GTS) sales summit for a diverse 4000+ target audience and they reached out to us to create engaging 'warm-up' material with a difference.





## THE TASK

The summit's aim was to upskill IBM's salesforce, giving them the tools to have smarter, more powerful and more consistent conversations with their clients – and, ultimately, enhance sales.

Having already created a cyber security themed simulation 'Alien Attack', for a previous public-facing event, we were asked to create three new digital simulations in a similar vein along with repurposing Alien Attack. Each needed to align to one of four key client challenges:

- Transform infrastructure and workloads for portability and flexibility
- Manage hybrid multicloud environments with consistency
- Reduce IT costs and increase performance with visibility
- Minimise risk and enhance business continuity with security and resilience



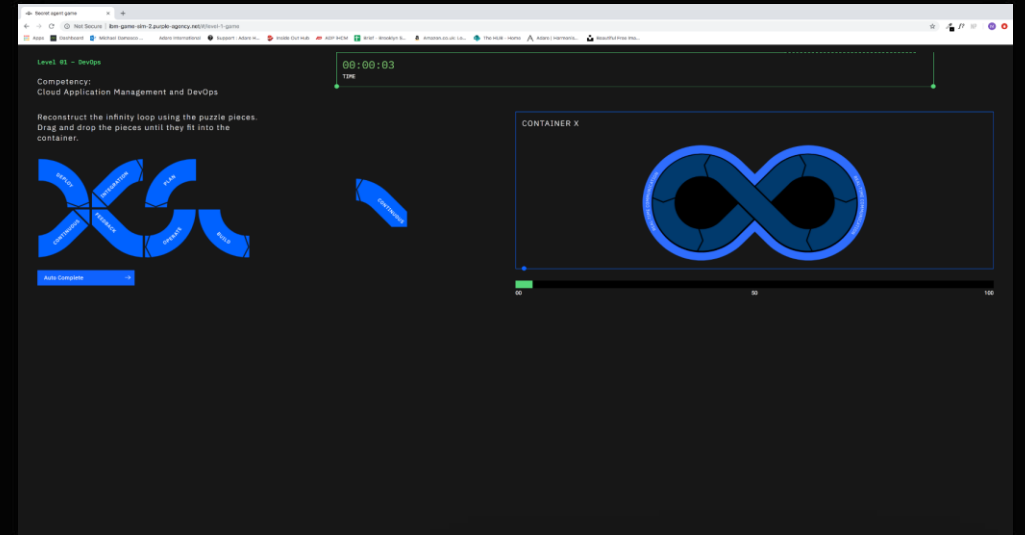
### The Founder

You are an IBM consultant who has been summoned to an exclusive meeting with the eccentric – and legendarily difficult – CEO of a major tech company: The Founder. Apparently, you have caught their attention. But can you keep it?

All you know is The Founder is under pressure to innovate, and they are looking to take steps to transform their existing IT infrastructure over the next 18 months.

Will you be the person to help them address their challenges using IBM solutions?

Think fast, and be sharp. The Founder doesn't have much patience, or time.



### Video call incoming.

Before you accept, you must state your name.





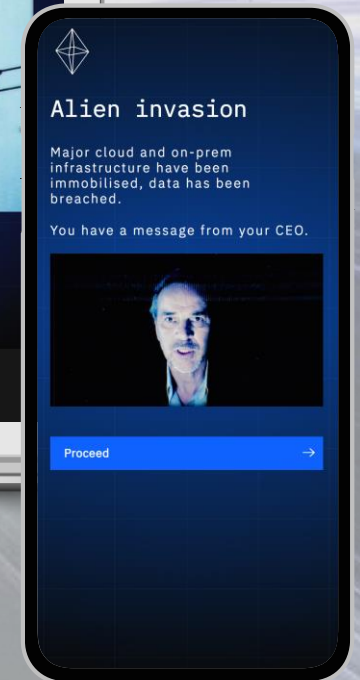
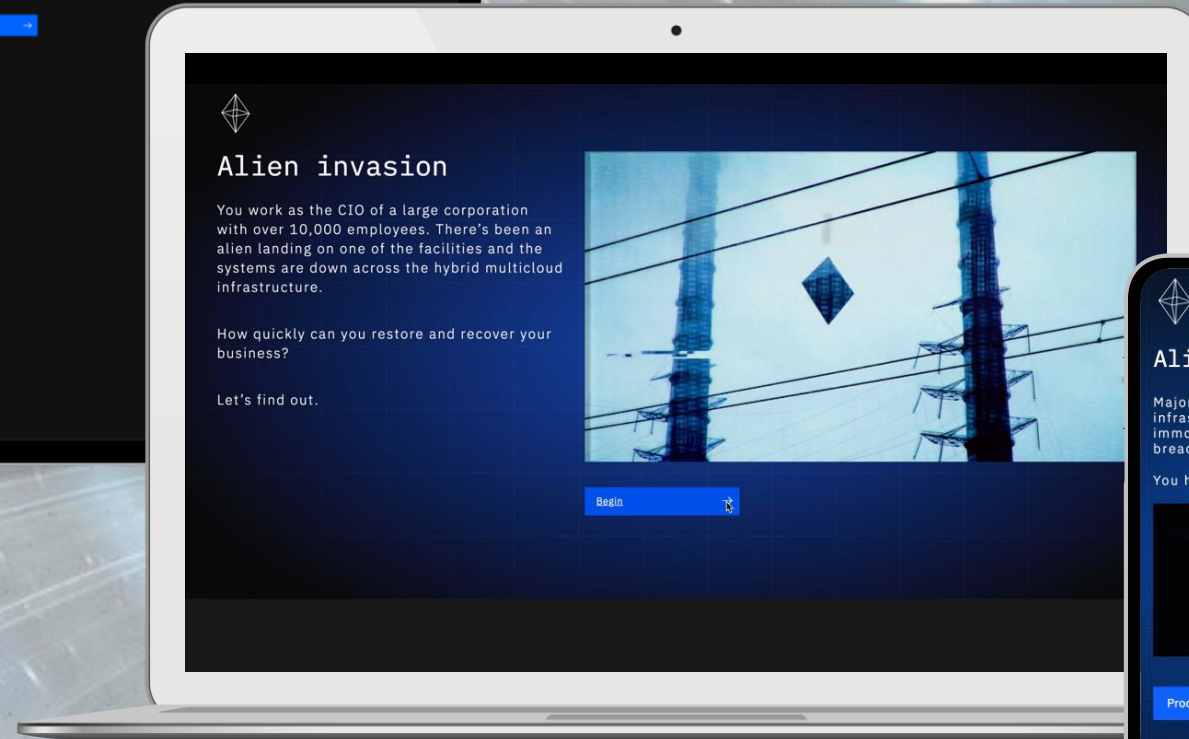
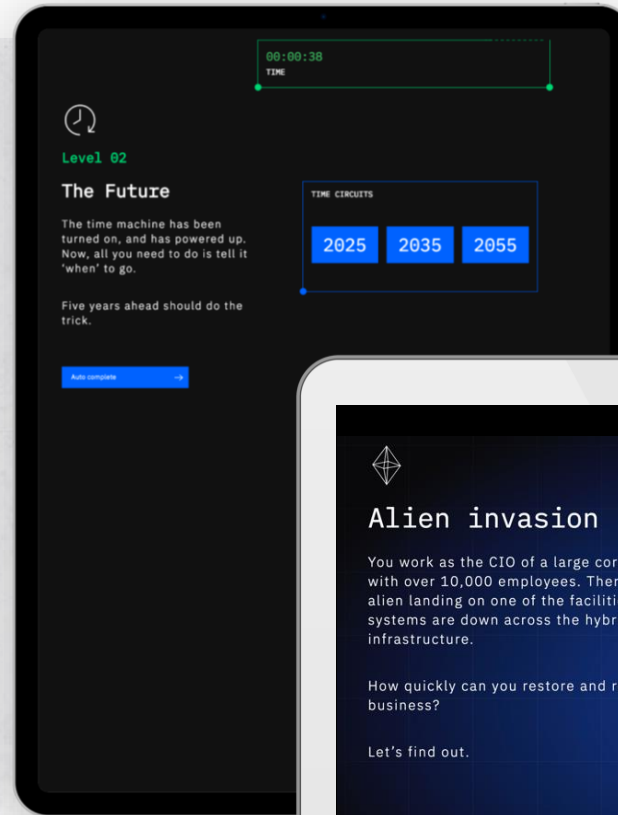


## THE APPROACH

Against a tight deadline of six weeks, we worked alongside multiple stakeholders on the simulations separately but consecutively, all with the additional restrictions of global lockdown. This included remote working from the entire cross-divisional team, and casting actors and voiceover artists with the ability to record their scenes from home.

## THE ACTION

We created, or repurposed, and delivered the four simulations through gamified puzzles, compelling video footage, immersive storylines and memorable characters. Each allowing a seller to briefly walk in the shoes of the client and understand their business challenges. Accessibility considerations were included throughout, ensuring that each delegate could participate and enjoy the content.







## THE RESULTS

40% of the 4000+ audience have completed the summit to date.

The feedback, so far, has been resoundingly positive:

- **Gamification** – the delegates are hungry for games
- **Interaction** – the feedback around the general quality of the simulations is excellent
- **Format and content** – the simulations' format has been very well received, and the content fits well within that of the summit



**Absolutely outstanding. I have never seen a vendor partner operate with the speed that you have demonstrated. Your responsiveness has been incredible. We are very thrilled and proud we could do something different in a learning experience than anything done before. We look forward to more opportunities to collaborate.**

*Sathya Lars Hessenkamp  
Services Marketing and Sales Enablement Leader, MSC*



**Absolutely delighted with the quality of work produced & enthusiasm. Looking forward to working with you again in future.**

*Mahesh R Sangle, Global Sales Enablement Leader*



**The simulations look awesome. I love the actors, and the writing is crisp and clear.**

*Susan Wallace, Global Product Manager*

IMAGINE IT. MAKE IT.

PURPLE  
AGENCY