

Company: IBM Institute for Business Value
Company Description: The IBM Institute for Business Value is IBM's thought leadership think tank.
Nomination Category: Thought Leadership Categories
Nomination Sub Category: Achievement in Thought Leadership
Nomination Title: Three-book set: The tech trifecta - your keys to the future



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated achievements, OR written answers to the questions for this category?
CHOOSE ONE:
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers to the questions for this category, you must answer this first question: Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 176 words used.

IBM Institute for Business Value (IBV) has been delivering trusted, technology-based insights that help executives make smarter business decisions for 22 years. We add 120 reports each year to our thought leadership portfolio, which includes thousands of research deep dives across regions, industries and technologies.

IBV has been ranked as the #1 thought leadership producer for the past two years by Source Global.

In a recent study, IBV was identified as having the most recalled thought leadership - twice as many as the second-place organization.

In the last four years, web traffic at [IBM.com/IBV](https://www.ibm.com/ibv) has increased by 65% and engaged use has increased by 53%. IBV’s social audience has grown 24%, and engagement – including lead generation – averages 4x higher than IBM benchmarks.

Our marquee studies - the C-suite series and the tech trifects book series nominated here, have generated more than 100 million impressions in the last two years.

IBV's thought leadership is regularly featured in business media such as *Wall Street Journal*, *Fortune*, Bloomberg, CNBC, CNN, *Forbes*, and multiple technology media outlets.

4. If you are providing written answers to the questions for this category, you must answer this second question: Outline the organization's thought leadership achievements since the beginning of January 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 205 words used.

To assess the impact of generative AI in the business domains showing early promise, the IBM Institute for Business Value surveyed 200+ executives twice a month for half a year, collecting first-hand data on where gen AI was delivering on the promise. Each survey resulted in a *CEO’s Guide to Generative AI* research brief on one specific use case – customer service, procurement, marketing, tech debt and others, 22 in total. Each Guide featured a simple three things to know and three things to do to begin making real progress with generative AI.

We combined the 22 data-informed Guides into a hard-cover coffee-table book that formed the cornerstone of a three-book box set.

The other books address the two additional technologies that make up the tech trifecta: generative AI, hybrid cloud, and quantum computing. *The Great Tech Reset* is based on surveys with 3000 executives and addresses hybrid cloud as the essential foundation that enables AI to unlock new sources of value. *The Quantum Decade* is a playbook for achieving quantum awareness, readiness, and advantage by 2030.

The glossy coffee table books printed in 12”x12” format differentiates our thought leadership from all of the other content in the marketplace on generative AI and other technologies.

5. If you are providing written answers to the questions for this category, you must answer this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 226 words used.

Together, the three books in this series solidifies IBM’s authority and credibility in the world’s most important technologies. A significant investment in printing underscored a white-glove, face-to-face engagement approach for our most important clients, and results continue to exceed expectations.

- A truly global enterprise-wide collaboration, the book and affiliated content has been translated and localized into Japanese and Chinese. Affiliated content is available in Spanish, Portuguese, French, German, Indonesian, Korean, and Italian.
- Website unique page views for the books and associated reports have exceeded 250K, which is double internal benchmarks.
- Paid and organic content marketing has produced more than 180K leads, the highest of any promotion in 2024.
- Media coverage has been exceptional, with organic and paid reach well over 100 million impressions – exponentially higher than comparable coverage for a recent AI product launch. Media coverage includes: Fortune Europe, Bloomberg, CNN Chile, Forbes, La Ecuación Digital, BetaNews, Archyde, Techeconomy, Retail Brief Africa, The AI Innovator, Tech Channel.com, and others.
- Two Smart Talks podcasts with Malcolm Gladwell have featured content from the generative AI book.
- Client-facing executives routinely use all the books or data from them as door openers, to enable client conversations about important business challenges and technology solutions.
- Conversion rates (interest to lead) are exceeding industry B2B benchmarks by 4x.
- Cost per lead is 92% less than a typical campaign targeting C-Suite executives.

6. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 16 words used.

<https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/ceo-generative-ai-book>

<https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/quantum-decade>

<https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/hybrid-by-design>

<https://www.linkedin.com/showcase/ibm-institute-for-business-value>.

Attachments/Videos/Links:

[Three-book set: The tech trifecta - your keys to the future](#)

[REDACTED FOR PUBLICATION]