

# 1:1 ABM Strategy for BMW

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June 30th, 2023

# Agenda

Introductions

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Messaging

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Journeys

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Exec Profiles

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# Meet the Team



Vincent DeCastro  
President & CEO



Jason McDaniel  
VP, Analytics



Sarah Levin  
Director of Strategy



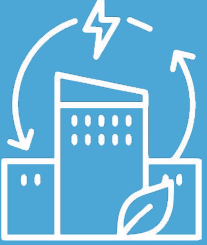






Kris Eastham  
Senior ABM Strategist



Yeni Hoo  
Account Executive & Strategy

# Messaging Pillars

 <p><b>Imperative</b></p>	 <p><b>Cloud-first Strategy (80-90%)</b></p>	 <p><b>Enhanced CX and streamlined processes through an advanced cyber transformation journey</b></p>
 <p><b>Key Message</b></p>	<p>Accelerate cloud adoption and cloud-first innovation with BLANK</p>	<p>Fully managed, full-spectrum, always up-to-date cybersecurity built with next-gen BLANK. principles</p>
 <p><b>Core Value Proposition</b></p>	<p>Speed up your cloud adoption journey and save on expenditure by optimizing cloud infrastructure.</p> <p>Benefit from ensuring the security and compliance of your evolving cloud environment.</p>	<p>Protect the core pillars of BMW's enterprise fabric, including workplaces, networks, workloads, apps, data, and the cloud, with a comprehensive, managed security solution that scales to meet every new need.</p> <p>Reallocate your finite resources to working on industry-leading innovation.</p>
 <p><b>Message Differentiators</b></p>	<ul style="list-style-type: none"> <li>Gain <b>full visibility across your hybrid and multi-cloud infrastructure Cloud native services and solutions</b> from Infosys</li> <li>Stay in compliance with <b>baked-in governance</b></li> <li>Swift <b>security maturity</b> posture with which to aggressively pursue cloud migration goals</li> <li><b>Infosys is a BMW partner</b> with deep understanding of BMW's cloud goals and current progress. Together with BLANK they can assess, plan and manage a more aggressive cloud strategy</li> </ul>	<ul style="list-style-type: none"> <li>Cyber transformation journey</li> <li><b>Single vendor solution</b> with a unique partnership that merges the advanced technology of BLANK and the deep expertise of BLANK</li> <li><b>Infosys is a BMW partner</b> with deep understanding of BMW's business processes and IT landscape, making it well-positioned to provide <b>end-to-end IT services that drive efficiency and innovation</b></li> <li>Gain secure access to all apps and protect against threats emanating from the most sophisticated attacks. Ensure zero-trust access to corporate applications with <b>unified user experience and simplified access with BLANK solutions</b></li> <li>Stay ahead of cyber threats and attacks with <b>proactive and inline, zero-day protection from next-generation firewall technologies</b></li> </ul>
 <p><b>Audience</b></p>	<p><b>Influencers:</b> Director / Head of / Engineer / Architect</p> <p><b>Executives:</b> C-Suite, VP+</p> <p><b>Function:</b> Cyber Security, Data Management, Compliance, Cyber Resiliency, SOC, Security, Access Management, IT, Technology, Cloud Cybersecurity, Infrastructure, Network, Cloud Infrastructure</p>	

# Influencers

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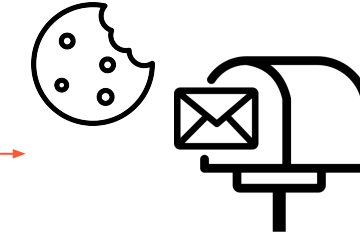
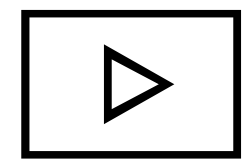
# Campaign flow : Influencers

30 Contacts



## Always on Calling

Pre, post, and nurture across the campaign journey



### Touchpoint 1: "Marketing" email

### Touchpoint 2: Sales Email

### Touchpoint 3: Sales email

### Touchpoint 4: Sales Email

### Touchpoint 5:

### Touchpoint 6: Plain text Email

### Touchpoint 7: Plain text Email

TBD

+14

+3

+5

+7

+7

+5

BLANK partnership

Intro Partnership

Build on Partnership awareness with Brochure, highlight a few pull quotes.

Follow-up taking the Brochure further by highlighting relevant portions and "Bookmarking" what BMW SHOULD see,

We have been reaching out for awhile now so we wanted to introduce ourselves

Hope you enjoyed the sweet treat I sent over.

What does Cloud Transformation look like with BLANK by your side? "The solution" message

**PARTNERSHIP LANDING PAGE**

BLANK **Partnership video**

**LINKED** BLANK **Brochure**

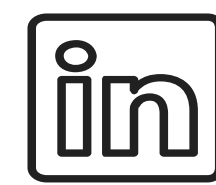
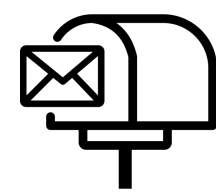
**ATTACHED** BLANK **Brochure**

**Video Card + Partner branded Cookies**

**Linked Video Card on Landing page**

**LINK USE CASE**

Always on Digital Surround



RFP TIME

### Touchpoint 8: Plain text Email

### Touchpoint 9: Marketing Evite Email

### Touchpoint 10 : Plain text Email

### Touchpoint 11 &12: Plain text Email & InMail

+7

+14

+7

+7

What does Cloud Transformation look like with BLANK by your side? "Outcomes" message

Last Touch before RFP Let's work together to accelerate your transformation

Follow-up with Did you get my car?

Follow-up with Did you get my car?

**LINK USE CASE**

**BMW Hot Wheels w/ stickers to customize**

**LinkedIn Connection request**

**Schedule a meeting**

# Team Card and Treats

## Objective:

Highlight the BLANK team that could help accelerate BMWs move to the cloud! Food is always welcome at offices and will help solidify the team as a group who cares about the wider team not just the decision makers at the top.

## Why It Works:

Sending cookies with logos as an ABM tactic works because it adds a personal touch, increases brand awareness through visual recognition, creates positive associations with the brand, surprises recipients with a memorable experience, and encourages sharing on social media.

Gold star if in the team video so of the team members can show off their BMWs? Brands love to know that their being sold to by customers of their brand.

## Where It's Leveraged:

1:1 plain-text emails; Direct mail



# Use Cases

## Objective:

Create a 2 pager USE CASE for BMW that showcases the BLANK Partnership and how together they they can accelerate BMWs Cyber Transformation.

## Why It Works:

It is a very scalable ABM tactic, while a use case is specific to a particular scenario, it is easy to adjust to feel specific to an account or industry. This asset will help us build trust and credibility by showing why BLANK integrated with BLANK is good fit for BMWs needs. This is a good time to show off BLANK in a way that makes it about them and not us.

Great content that can be EASILY printed to send along with a small memorable gift, like a BMW Hot wheel car.

## Where It's Leveraged:

1:1 plain-text emails; Direct mail



# Executive Track

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# Carsten Sapia

## Vice President IT Strategy, Governance and IT Security

He is a seasoned IT executive with extensive expertise and interest for network security, cybersecurity operations, and regulatory compliance.

### Demographic Information

- Age: 50
- DOB: June 27, 1973
- Ethnicity: German
- Religion: Christian
- Address: Munich, Bavaria, Germany
- Contact #: +49 89 3820
- Previous homes: Malaysia, Singapore, India, Cyberjaya, Germany.
- Languages Known: English and German

### Cultural Outlook

Germans are often seen as organized and efficient, valuing precision and education. They can be reserved in personal lives and emphasize politeness and respect for authority. Germans prioritize sustainability and have contributed significantly to the arts, sciences, and philosophy. The cultural outlook of Germans is complex and diverse, with a rich history and tradition of academic excellence.

### Work Experience

**Vice President IT Strategy** , Governance and It security(Germany ) from 2020 - Present  
**Group Head IT at BMW Asia** from 2018 - 2020  
**General Manager Information Management** India, Malaysia, Thailand, Singapore and Indonesia at BMW Asia Technology from 2015-2018  
**Project Lead Risk Return and Capital Management at BMW financial Services** from 2011-2015  
**Team Leader at BMW AG** from 2005-2011

[Link to Larger Executive Profile](#)



# Carsten Sapia Journey Details

		Sales Email	Sales Email	Sales Email	Executive Email	Gifting
Possible Touchpoints	DIGITAL SURROUND	Touch 1	Touch 2	Touch 3	Touch 4	Touch 5
Month	Now-August	July	July	August	August/September	September
Purpose	Surround with Awareness of BLANK Partnership	Highlight BLANK Partnership with BLANK to make sure it is top of mind come RFP season	Get conversational by bring up what peers are experiencing	Considerations for digital transformation at scale, and how BLANK is seeing this take place in similarly complex industrial operations.	To invite Caspen to a dinner after the event to further build a relationship	A gift to finish up the journey highlighting the future adventure BLANK and BMW will embark on through the partnership
Highlighted Message	Better Together Partnership	Invite to discuss the challenges of acting as a 'principled performer' with BLANK SMEs, where they can share what other automotive clients are seeing and doing	Offer to set up a workshop to discuss how customers of BLANK are finding the transition having a managed services partner run implementation, as opposed to doing it themselves	Read this article from BLANK: as a manufacturing leader, you are likely also having to walk the line between operational efficiency and IIoT, and cybersecurity. The IIoT represents massive opportunity for employee safety, improved sustainability, supply chain resilience and operational efficiency. But it also means that everything on your factory floor is hackable	Play up the fact that we are celebrating Munich as the home of automotive enthusiasm/ appeal to their sense of local pride for their home city	A little gift to kick off "our adventure together"
Asset	Share Partnership landing page. through Display, LinkedIn	BLANK Digital Radar 2023	Why is the transition from SD-WAN to BLANK so painful?	Myths of IoT Security	The first International Motor Show IAA being held in Munich	Adventure Wine Tote
CTA	Learn More	Schedule some time to review and answer questions	Implementation conversation	Put you in touch with some of our other customer securing their own IOT with PANW and Infosys	Invitation to attend and to join us afterwards for dinner at Jin, to discuss event highlights	Thank you for meeting with us <b>OR</b> Sorry We missed you, enjoy a little wine us.
From		BLANK	BLANK	BLANK	Executive Sponsor Follow-up BLANK	Executive Sponsor



# Alexander Buresch

## Head of BMW Group IT

Alexander Buresch is currently the Head of BMW Group IT, a position he has held since 2019. Prior to this role, he held various positions at BMW Group, including Head of IT Governance and Portfolio Management, and Head of IT Infrastructure. Before joining BMW Group, Buresch worked as a consultant at the Boston Consulting Group and as a project manager at Daimler AG. He also served as a scientific assistant at the University of Stuttgart, where he conducted research in the field of computational fluid dynamics. Throughout his career, Buresch has demonstrated strong leadership skills and expertise in information technology and digital transformation.

### Demographic Information

- Age: 56
- DOB: 1967
- Ethnicity: German
- Religion: Roman Catholic
- Address: Munich, Bavaria, Germany
- Previous homes: China
- Languages Known: English, German, Mandarin Chinese

### Cultural Outlook

German cultural outlook values tradition, order, and discipline, with emphasis on punctuality, efficiency, and attention to detail. Germans also value privacy and can be reserved and formal in communication. Education, art, and music are highly valued. They have a strong sense of environmental responsibility and sustainability.

### Work Experience

1993 – 1998: Research associate at the University of Hohenheim  
1995 – 1998: ITM – Information and Technology Management Advisory Company  
April 1998: Entry into BMW AG  
1998 – 2001: Head of Customer Service Systems, BMW Financial Services  
2001 – 2004: Head of Projects and Consulting, BMW Financial Services  
2004 – 2008: Head of IT finance department  
2008 – 2011: Head of BMW Group IT strategy, development, planning and risk management  
2011 – 2019: Vice President Strategie und Joint Ventures Region China  
January 2020 - Present: Senior Vice President BMW Group IT

[Link to Larger Executive Profile](#)



# Alexander Buresch Journey Details

		Sales Email	Sales Email	Sales Email	Executive Email	Gifting
Possible Touchpoints	DIGITAL SURROUND	Touch 1 :	Touch 2	Touch 3	Touch 4	Touch 5
Month	Now-August	July	July	August	August/September	September
Purpose	Surround with Awareness of BLANK Partnership	Highlight BLANK Partnership with BLANK to make sure it is top of mind come RFP season	Highlight the mention of machine learning	Use the email to summarize the top 5 ways as they are relevant to BMW.	To invite Alexander to a dinner after the event to further build a relationship	A gift to finish up the journey highlighting the future adventure BLANK and BMW will embark on through the partnership
Highlighted Message	Better Together Partnership	Play up BLANK' credentials by sharing this piece of thought leadership and connecting it to <b>Buresch's mandate of making BMW a "leading tech company for premium mobility" by 2025.</b> Highlight where BLANK tech enhancer BLANK	Highlight the mention of machine learning and mention that this is something BLANK invested a lot of time in understanding and implementing	Read this new e-book from BLANK to learn the five primary ways to address demand for effective cybersecurity in manufacturing	Play up the fact that we are celebrating Munich as the home of automotive enthusiasm/ appeal to their sense of local pride for their home city	A little gift to kick off "our adventure together"
Asset	Share Partnership landing page. through Display, LinkedIn	BLANK Digital Radar 2023	Cyber security in connected cars article from Automotive World	Secure Manufacturing for Industry 4.0	The first International Motor Show IAA being held in Munich	Adventure Wine Tote
CTA	Learn More	Schedule some time to review and answer questions	Open invitation to answer any questions on the subject	Invitation to discuss this with the authors/ interview him to refine our findings to re-publish this	Invitation to attend and to join us afterwards for dinner at Jin, to discuss event highlights	Thank you for meeting with us <b>OR</b> Sorry We missed you, enjoy a little wine us.
Cadence	1 month before send	ASAP_July	July/August	August	August	September
FROM		BLANK	BLANK	BLANK	Executive Sponsor Follow-up BLANK	Executive Sponsor

# Executives Journey Details

		Sales Email	Sales Email	Sales Email	Executive Email	Gifting
Possible Touchpoints	DIGITAL SURROUND	Touch 1	Touch 2	Touch 3	Touch 4	Touch 5
Month	Now-August	July	July	August	August/September	September
Purpose	Surround with Awareness of BLANK	Highlight BLANK to make sure it is top of mind come RFP season	Highlight BLANK investment in machine learning	Use the email to summarize the top 5 ways as they are relevant to BMW	To invite decision maker to a dinner after the event to further build a relationship	A gift to finish up the journey highlighting the future adventure BLANK and BMW will embark on through the partnership
Highlighted Message	Better Together Partnership	Play up BLANK credentials by sharing this piece of thought leadership and <b>connecting it to Buresch's mandate of making BMW a "leading tech company for premium mobility" by 2025.</b> Highlight where BLANK tech enhancer BLANK	Highlight machine learning and mention that this is something BLANK invested a lot of time in understanding and implementing	Read this new e-book from BLANK to learn the five primary ways to address demand for effective <b>cybersecurity in manufacturing</b>	Play up the fact that we are celebrating Munich as the home of automotive enthusiasm/ appeal to their sense of local pride for their home city	A little gift to kick off "our adventure together"
Asset	Share Partnership landing page. through Display, LinkedIn	BLANK	BLANK	BLANK	BLANK	Adventure Wine Tote
CTA	Learn More	Schedule some time to review and answer questions	Open invitation to answer any questions on the subject	Invitation to discuss this with the authors/ interview him to refine our findings to re-publish this	Invitation to attend and to join us afterwards for dinner at Jin, to discuss event highlights	Thank you for meeting with us <b>OR</b> Sorry We missed you, enjoy a little wine us.
From		BLANK	BLANK	BLANK	BLANK	BLANK

# Executive Invite

## Objective:

Entice the Decision Makers to an event that isn't as focused on Cyber transformation or Cloud migration. Showing them that we want to create a real lasting relationship where they can speak more freely about BMW's needs. Keep the work for dinner after the event. If they attend send a great gift thanking them for their time. This will help keep BLANK stay top of mind throughout RFP time.

## Why It Works:

Inviting the BMW executives to an international car show works because it offers a relevant context, networking opportunities, live demonstrations, peer influence, creates a memorable experience, and leverages event buzz to showcase the value and effectiveness of BLANK cybersecurity solution partnered with Infosy's integration for BMW's specific needs.

## Where It's Leveraged:

1:1 plain-text emails; Event attendance





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# Thank You

*[abmagency.com](http://abmagency.com)*

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